



# STOREWARS BUSINESS SIMULATION

17 – 19 MARCH 2015  
DOHA, QATAR

The World's Leading Business Management Simulation

**STOREWARS**  
INTERNATIONAL

# ABOUT STOREWARS



Storewars is one of the world's most sophisticated total business simulations. Used by multiple leading FMCG manufacturers and retailers in over 40 countries, it provides a unique management development programme that examines the interaction between suppliers and retailers.

The practice of business decision-making is relevant to every employee in today's fast-moving retail sector. There is a high premium placed on negotiating skills, the ability to take decisions, and a clear understanding of the responsibility and consequences of the choices that are made.

Storewars participants essentially run an FMCG business. While managing the firm, its strategy and its resources, they develop an intuitive understanding of the business, its functional elements, and ways to achieve a strong profitable position in the market by establishing win-win cooperation.

# STOREWARS



## KEY LEARNING

- Creating & implementing sound company, market, product & customer strategies
- Total business management: managing company resources to reach market goals
- Taking & implementing rational tactical decisions and monitoring their effectiveness
- Communication and Negotiations skills
- Emotional intelligence development
- Massive data analyzing skills, ability to find critical information & transform it into profitable decisions
- Developing and launching new products, branded product portfolio management
- Managing product portfolios: manufacturer & retailer perspectives
- Trade profitability analysis, establishing mutually profitable trading relations
- Building effective consumer, shopper and trade marketing system
- Brand power & store power: managing mind space and shelf space

## TAKEAWAYS

- SWOT analysis
- Market segmentation: perceptual vs. actual
- P&L basics:
  - Retailer and manufacturer outlook
  - Customer & supplier profitability
  - KPI's retailer vs. Manufacturer
- Brand performance analysis: retailer and manufacturer perspective
- Category management basics
- Excel based negotiations calculator
- Trading terms financial impact calculation formula
- Quantity discount & promotion costs calculation
- Price waterfall modeling
- Shelf space allocation effectiveness calculation: retailer and manufacturer perspective
- Marketing spend: budget allocation and effectiveness calculation basics

# VENUE

## DOHA, QATAR

The State of Qatar sits on a peninsula halfway along the western shoreline of the Arabian Gulf and is almost completely surrounded by sea. It borders Saudi Arabia to the south and is separated by the sea from the United Arab Emirates in the southeast and Bahrain in the northwest.

Doha is the capital city of the state of Qatar and its largest city, with over 60% of the nation's population residing in Doha or its surrounding suburbs, and is also the economic center of the country. It is also one of the municipalities of Qatar.

Doha also serves as the seat of government of Qatar. Doha is home to the Education City, an area devoted to research and education with established campuses of some of the most well-known universities in the world.

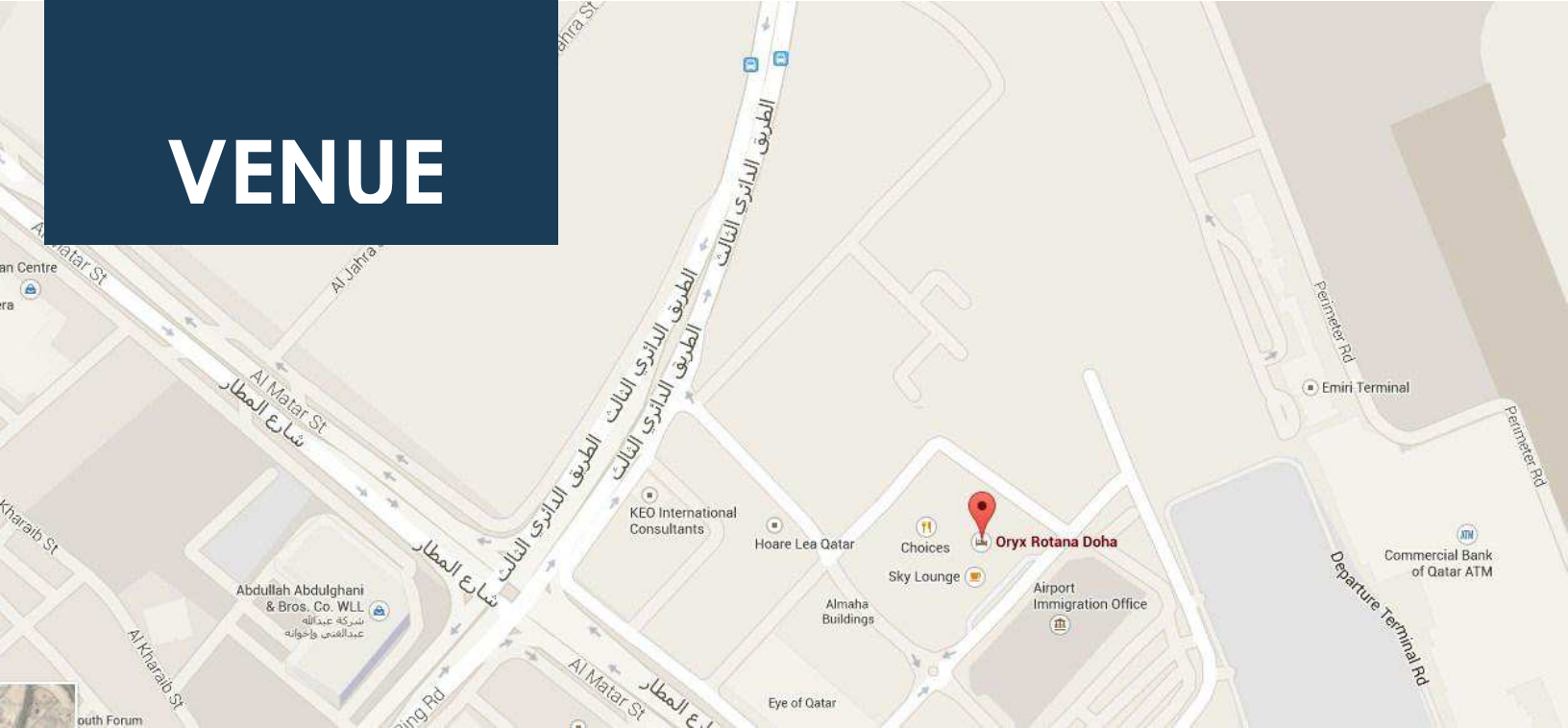
Doha was the site of the first ministerial-level meeting of the Doha Development Round of World Trade Organization negotiations.

The economy is supported by Qatar's abundance of oil and natural gas reserves. Currently, there is significant ongoing investment being made to develop the country's infrastructure and economic diversification including the development of Qatar's tourism industry.

Qatar is now a sought-after tourist destination, with many attractions including international 5-star hotels, spas and resorts. Its year-round sunshine provides an ideal climate to escape the northern hemisphere winters.



# VENUE



Storewars Open Course will take place at



**Address:** Al Nahda School Street, Airport Road  
P.O. Box 29922 Doha, Qatar  
**Telephone:** +974 4402 3333



# SCHEDULE

## STOREWARS OPEN COURSE 17-19 MARCH, 2015, DOHA, QATAR

### TUESDAY MARCH 17

Welcome coffee, Registration  
08:45 – 09:00

Introduction to Storewars World  
09:00 – 10:30

Group Analysis & Decision 1  
10:30 – 14:00

LUNCH  
14:00 – 15:00

Feedback on Decision 1 & Lecture:  
Negotiations  
15:00 – 16:00

Group Analysis & Preparations to the  
Negotiations  
16:00 – 17:30

Negotiations  
17:30 – 20:00

### WEDNESDAY MARCH 18

Decision 2  
9:00 – 10:30

Lecture & Feedback on Decision 2  
10:30 – 13:00

LUNCH  
13:00 – 14:00

Group Analysis & Preparations to the  
Negotiations  
14:00 – 18:30

Decision 3  
18:30 – 20:00

### THURSDAY MARCH 19

Feedback on Decision 3  
09:00 – 10:00

Group Analysis, Negotiations &  
Decision 4  
10:00 – 11:30

LUNCH  
13:00 – 14:00

Team Presentations  
14:00 – 14:30

Final Feedback & Summary  
14:30 – 16:00

<https://storewars.net/>

**STOREWARS**  
INTERNATIONAL

# REGISTER

Date: \_\_\_\_\_

## BOOKING FORM

I would like to register \_\_ number of delegates for the STOREWARS Open program on 17-19 of March in Doha, Qatar in 2015. Standard fee per delegate is \$ 2699/person.

- Participation on Storewars business simulation
- Hand-out materials and certificate
- Lunch, morning and afternoon snacks and refreshments on the 3 days of the seminar
- Pre-work (e-learning and webinar)
- 

Prior to the course all delegates will be contacted and will receive a detailed E-learning pack that should be worked through prior to attending the course. E-learning is obligatory for all participants to do, which is part of the education.

Company Name \_\_\_\_\_ Tel \_\_\_\_\_  
Address \_\_\_\_\_ VAT (if any) \_\_\_\_\_  
PO (if req) \_\_\_\_\_  
Contact Name (if not a delegate) \_\_\_\_\_  
Email address \_\_\_\_\_

Delegate Name	Current position	E-mail address
Delegate Name	Current position	E-mail address
Delegate Name	Current position	E-mail address
Delegate Name	Current position	E-mail address
Delegate Name	Current position	E-mail address

If your participants require hotel accommodation, please contact Titilope at [taliyu@storewars.net](mailto:taliyu@storewars.net)

Due to intensity and level of the course, places on each course are limited to 32.

### Storewars cancellation policy

- 10 weeks prior to the course cancellation fee is not applied
- 8 weeks prior to the course cancellation fee is equivalent to 30% of the training cost
- 6 weeks prior to the course cancellation fee is equivalent 50% of the training cost
- 4 week prior to the course cancellation fee is equivalent 70% of the training cost
- 2 week prior to the course cancellation fee is equivalent 100% of the training cost

### Authorized (stamped) and signed by

.....

This form can be scanned and emailed to [taliyu@storewars.net](mailto:taliyu@storewars.net) with a copy to [Sw@storewars.net](mailto:Sw@storewars.net)

If you have any questions or queries regarding the course, its content or relevance to your business and for questions regarding corporate courses, retailer sponsored programs or terms and conditions for multiple delegates please contact Titilope Aliyu on phone +971 50 924 1549.