

ACNielsen conducts StoreWars Market Simulation for top retailers and marketers in the region

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StoreWars is a market simulation exercise where teams experience the interaction between manufacturers and retailers and vie for mindshare, market share and profits in the fast moving consumer goods industry.

It offers greater insights into the relationships between suppliers and retailers and helps them to transform information into profitable decision in the real world. It enhances participants' retail negotiation skills to arrive at win-win situations and operate more effectively in a cross-functional environment. "StoreWars is all about ensuring a win-win solution among retailers and manufacturers and we play mediator" comments Piyush Mathur, Managing Director, Gulf, ACNielsen. "We are trying to get retailers and manufactures on common ground so that they both understand what it is like to be on the other side of the table. This is part of a broader program we are developing to help manufacturers and retailers maximise the potential of shopper marketing."

StoreWars is organised in this region by Hubert Lobo, Retailer Services Manager of ACNielsen UAE. Hope Mandel and Jane Holstein, experienced consultants, who specialise in StoreWars, skilfully facilitated the exercise enabling participants to put learning into practice and gain new insights. "Participants sharpened their skills in leadership and strategy, performance improvement, balanced scorecard, marketing and branding in the FMCG industry and supply chain management," said Hubert Lobo. "By experiencing the marketplace via simulation, StoreWars helps executives develop multi-dimensional strategies, understand the power of a brand, get a clear picture of future developments and improve long-term profitability."

"We don't think this much at work. StoreWars made gave us a first-hand look at problems faced daily by retailers, commented Nick Jay, General Manager, Sales, Al Marai. "The program promotes cross-tactical understanding. Manufacturers may play retailers and they see what goes on in their decision-making process," added Antoine Georges, Marketing Manager of Kimberly Clarke.

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