

STOREWARS AGENDA

Learning Objectives:

- Offer greater insights into the relationships between suppliers and retailers in the CPG/FMCG industry.
- Use enhanced negotiation skills to arrive at win-win situations.
- Create a strategy and implement the appropriate tactics effectively
- Operate more effectively with other departments within your organization.
- Work in teams to achieve a group objective.
- Transform information into profitable decisions.
- Provide trading partners/customers with the most appropriate information for effective decision-making.
- Use time more efficiently to make decisions.

<i>TIMING</i>	<i>TOPIC</i>
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Day One	
8:30-9:00	Registration/Continental Breakfast
9:00-11:00	Introduction
11:00-11:15	Break
11:15-12:30	Teamwork
12:30-1:00	Software Demo
1:00-2:00	Lunch
2:00-5:30	Teamwork
5:30	Decision 1 Due
5:30-5:45	Break
5:45-7:00	Manufacturer Strategy Lecture
8:00	Welcome dinner

Day Two	
8:30-10:00	Retailer Strategy Lecture
10:00-10:15	Break
10:15-11:45	Feedback Decision 1 - Negotiation Rules Lecture
11:45-1:00	Teamwork – Prepare for Negotiations
1:00-2:00	Lunch
2:00-4:00	Teamwork – Prepare for Negotiations
4:00-6:00	Negotiations
7:00	Negotiation Forms Due
8:00	Decision 2 Due
8:30	Group dinner

Day Three	
8:30-10:00	Negotiations Lecture
10:00-10:15	Break
10:15-11:30	Feedback Decision 2
11:30-1:00	Teamwork
1:00-2:00	Lunch
2:00-3:30	Teamwork/Informal Negotiations
4:30	Negotiations Forms Due
6:00	Decision 3 Due
6:00-7:30	Global Retail Trends Lecture
8:00	Group dinner

STOREWARS AGENDA cont'd

TIMING	TOPIC
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Coffee breaks around 10:30 and 3:00 unless otherwise noted.

Day Four	
8:00-9:30	Feedback Decision 3
9:30-10:30	Teamwork
10:30-12:30	Negotiations
12:30	Negotiation Forms Due
1:30	Decision 4 Due
1:30-2:15	Lunch
2:15-3:00	Team reviews
3:00-4:00	Learning Objectives discussion
4:00-4:15	Break
4:15-5:30	Final Feedback and Winners Celebration