



Program title:	Storewars Business Simulation
Program description:	<p>Developed at Insead, one of the world's top business schools, Storewars provides participants with a chance to learn and test strategic management concepts for the Consumer Packaged Goods (CPG) / Fast Moving Consumer Goods (FMCG) industry for both manufacturers and retailers.</p> <p>Decisions must be made under tight deadlines on areas such as brand segmentation, positioning, promotions, price, discounts, new product development, terms of payment, shelf space allocation, store service levels and category management.</p> <p>Storewars also recreates the interface between retailers and suppliers, allowing participants to sharpen their negotiating skills</p>
Target audience:	<p><u>Types of companies:</u> Retailers, Manufacturers, Wholesalers/Distributors, Sales Agencies, CPG/FMCG industry service providers/consultants</p> <p><u>Primary functions:</u></p> <ul style="list-style-type: none"> • Retailers – Buyers/merchandisers/category managers, marketing, marketing research • Manufacturers – Sales, customer development, category management, trade and brand marketing, market research (syndicated data, consumer and shopper insights) <p><u>Secondary functions:</u></p> <ul style="list-style-type: none"> • Retailers – Finance, supply chain, IT, store operations, etc. • Manufacturers – Finance, supply chain, IT, production/supply chain, R&D, etc.
Date/place:	<p>July 12-15, 2010 – Minneapolis, MN</p> <p>September 27-30, 2010 – Bentonville, AR</p>
Cost:	\$2895 per participant; \$2595 per participant for 3 or more from same company
Prerequisite:	Intermediate/advanced level “application” course. Helpful, though not required, for participants to have minimum of 5 years of business experience and negotiation skills training.
Program type:	Business Simulation – mixture of lectures, group work, feedback sessions
Length:	4-day program; participants are encouraged to stay onsite for maximum networking
Trainer:	Hope Mandel – President, Global Decisions plus co-facilitator
What you will learn:	<p>At the completion of this program, participants will be able to:</p> <ul style="list-style-type: none"> • 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.
Pre-work:	Participants will receive “Participant Manual” to read two weeks prior to program start.
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