

GLOBAL DECISIONS

PRESENTS

The internationally-acclaimed, MBA-level business simulation developed by renowned author and Unilever-chaired professor, Marcel Corstjens from Insead in France

EXCLUSIVE US LICENSEE



BUSINESS SIMULATION

Run a \$100 million company! Participants manage three CPG manufacturers and two retailers over a virtual two year period, battling for Mind Space and Shelf Space. Manufacturers deal with issues such as new product development, manufacturing, product positioning, advertising and pricing. Retailers make decisions on store image, assortment, shelf space, pricing, private label and other aspects of category management. Negotiations are centered around quantity discounts, promotions, cooperative advertising, payment terms.

Utilized by blue chip companies worldwide

Cadbury Schweppes, Coca-Cola, Heineken, J&J, Kraft, Kimberly Clark, M&M Mars, Nestle, Pepsi-Cola, Philip Morris, Reckitt Benckiser, Unilever; Ahold, Carrefour, Metro, Supervalu, Wal*Mart; Nielsen and many more!

2010 Dates

July 12-15 **Minneapolis, MN**

Sept 27-30 **Bentonville, AR**

More dates to come!

In-house programs also available.

Visit www.StorewarsUS.com for additional details or contact info@storewarsus.com

203-926-6926

At the completion of this course, you will be able to:

- Offer greater insights into the relationships between suppliers and retailers in the CPG industry.
- Use enhanced negotiation skills to arrive at win-win situations.
- Create a company strategy and implement the appropriate tactics effectively.
- Transform market research and financial information into profitable decisions.
- Provide trading partners with the most appropriate information to help both sides improve sales and profits.
- Operate more effectively with other departments within your organization.

"Storewars strengthened the working relationships between our merchandising staff and the manufacturers."
Director, Category Management Development & Retail Pricing, Supervalu

"There are not a lot of training programs out there for retail category managers, but Storewars was an ideal opportunity to help improve the performance of our people while they were under the fire of making decisions."
Senior Vice President, Giant Food Stores

Limited Space - Register Early!

www.StorewarsUS.com

