

STOREWARS BUSINESS SIMULATION

The World's Leading
Business Simulation



A close-up photograph of a man in a blue suit and striped tie, holding a silver pen over a document. The image is slightly blurred, focusing on the man's hands and the pen. A semi-transparent dark blue box is overlaid on the left side of the image, containing white text.

STOREWARS BUSINESS SIMULATION:

A unique management development program

In today's challenging marketplace, the practice of business decision-making is relevant to every employee.

There is a high premium on negotiating skills, on the ability to make decisions, and on a clear understanding of the responsibility for, and the consequences of, the choices that are made.

THE STORY

Developed in 1995 at Europe's leading international business school, Storewars is one of the world's most sophisticated total business management simulations. Used by leading manufacturers and retailers worldwide, it is designed for senior management executives, from the Boardroom to Business Unit.



Since its inception, Storewars has been run over 950 times in 70+ countries. Also, 25,000 executives from more than 500 companies have participated in this powerful management development program.

WHAT IS IT MADE OF?

Storewars is a dynamic total business simulation, in which participants run a \$600m virtual company, develop the strategies, manage the resources, negotiate and then make the decisions that determine its success. Key lessons are reinforced through continuous coaching and feedback on the impact of strategic and tactical decisions made during the simulation. Additionally, there are breakout lectures and sessions that relate the lessons back to real market issues.

While managing the virtual business, Storewars participants develop an intuitive understanding of the business, its functional elements, and the ways to achieve a strong profitable position in the market, which is by establishing a win-win cooperation.

HOW IT WORKS

Storewars Business Simulation is built on real-world data and market behavior, and based on a model refined over 10 years.



In each course, 17-30 participants are divided into 5 teams, and take control of virtual retail and manufacturing businesses for 2 simulated years, operating across two markets and in two product categories.



During the 3-day course, the teams compete and interact to capture market share and drive value in their businesses.



The underlying simulation is computer-driven, and replicates the complex interplay between manufacturers, retailers, and consumers.



E-LEARNING

To maximize the learning effect, it is crucial for all participants to familiarize themselves with the program in advance. In order to make the preparation process more effective and interesting, we have launched an interactive website for online self-preparation: Storewars E-learning. It consists of introductory lectures, tests, company and market reports, market research studies and statistics similar to those used during the training course, and it is delivered across five modules in the format of animated tutorials. Participants access the tutorials before the start of the course, in order to prepare themselves for the Simulation at their own speed as well as to find out how ready they are for the game.

DECISION MAKING

At the start of the Simulation, each company is provided with the last period's trading results, together with market profiles, brand information and research data on the competition. Armed with this information, a full set of strategic business decisions must be made. The manufacturers will, for example, take decisions on manufacturing quantities, brand positioning, marketing strategy, pricing and new product development. By contrast, the retailers may have to develop and then act on pricing policy, store positioning, shelf space allocation, own -strategy, service levels and inventory management.

NEGOTIATIONS

A further appeal of Storewars Business Simulation lies in the highly realistic recreation of the retailer-supplier negotiating process. The teams negotiate with each other to influence issues such as trading terms and conditions, as well as listing, pricing and marketing policies for each brand and category in each market.

FEEDBACK

Each set of decisions is then transferred into the computer to produce a specific set of outcomes. After each virtual 6-month period, the teams are presented with feedback on the strategies they have selected, the impact of their decisions, and the results of their negotiations. The outcomes are determined entirely by the relative strategies adopted by the participants, and the success or otherwise of their negotiations.

WORKSHOPS & LECTURES

In addition to the simulation, time is allocated for lectures, workshops, case studies or corporate presentations. In many cases, this provides an excellent opportunity for companies to outline new strategies or sales and marketing initiatives.

STRUCTURE OF 3 DAY PROGRAM

PRE-
DAY



In order to maximize the learning effect, it is crucial for all participants to familiarize themselves with the program in advance by:

- **E-LEARNING**
- **TRIAL DECISION**

				Venue		
				Day 1	Day 2	Day 3
<p>In order to maximize the learning effect, it is crucial for all participants to familiarize themselves with the program in advance by:</p> <ul style="list-style-type: none"> • E-LEARNING • TRIAL DECISION 				Introduction Q&A	Lecture	Feedback on Decision 2
				Market analysis in teams	Feedback on Decision 1	Market analysis in teams
				LUNCH	Market analysis in teams	Negotiations revision
				Negotiations	LUNCH	LUNCH
				Decision 1	Negotiations	Decision 3
					Decision 2	Final Feedback, program summary



SKILLS TO BE DEVELOPED

GENERAL SKILLS | SPECIAL SKILLS

Total business management: managing company resources to reach market goals

Creating and implementing sound company, market, product and customer strategies

Applying information and data to make profitable decisions

Effective strategic and tactical decision-making

Working in multifunctional teams

«Soft» and «hard» negotiation

Communication



Retailer and Manufacturer strategy and tactics

Managing product portfolios from manufacturer and retailer perspectives

New product development and launch

Private label portfolio management

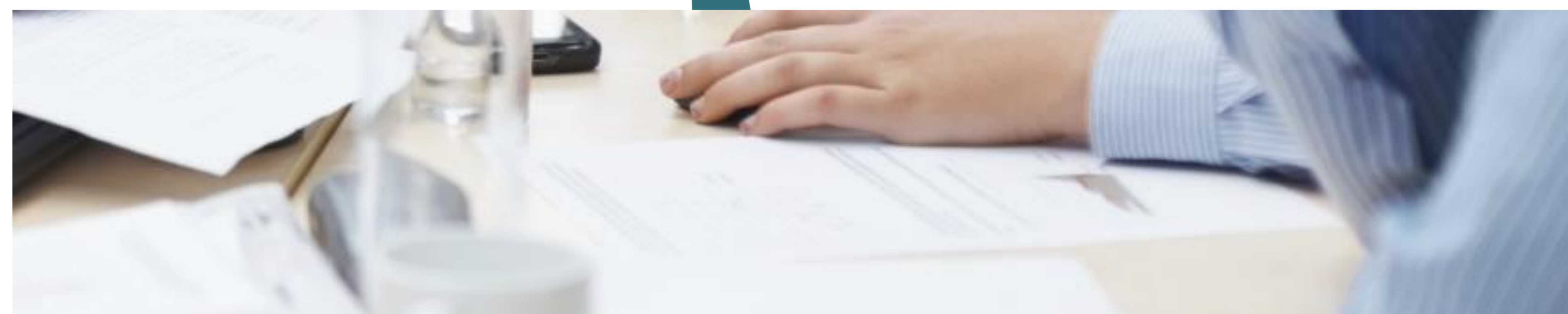
Understanding economic drivers in retailer-manufacturer relationships

Trade profitability analysis; establishing mutually profitable trading relations

Developing effective consumer, shopper and trade marketing systems

Brand power and store power: managing mind space and shelf space

Making and implementing rational tactical decisions and monitoring their effectiveness



To discuss further how Storewars
can benefit your organization
please contact us at
sw@storewars.net

STOREWARS
BUSINESS SIMULATION



DOOR
training + consulting

STOREWARS IS NOW PART OF DOOR INTERNATIONAL