

Storewars Introduction



How we learn

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we both see and hear
- 70% of what is discussed with each other
- 80% of what we experience personally
- 95% of what we teach to someone else



- Edgar Dale



History

Storewars was developed in 1995 at INSEAD business school in France using real market data.

Storewars has been used by 70% of the world's top hundred brands and by 60% of the world's top 10 retailers: Wal-Mart, Metro C&C, Tesco and others.

Storewars is a response to the ever growing power of retailers and need to negotiate effectively on first-tier manufacturer brands.

An essential tool to help corporations & individuals develop the skills needed to succeed in the modern Trade environment.



History

- Storewars has now been run over **650** times in **43** countries in **8** different languages
- **>50** of world leading companies have used Storewars for dedicated corporate courses and **>500** companies have attended open courses
- **>15,000** executives have been through the Storewars simulation in the last 14 years



Storewars Concept

- **5 teams – virtual companies with a turnover of \$600 mln each**

- 2 Retailers x 5–8 people
- 3 Manufacturers x 4–6 people

- **2 mature virtual markets**

- Limburg – bigger but more price sensitive
- Oland – smaller but more up market

- **Computer based behavioral model representing**

- Shopper choice of preferred shop
- Consumer choice of preferred brand

- **2 FMCG categories**

- Food products – Foodles
- Non-food products – Woodles

- **4 decisions x 6 months = 2 years of real business**

- On-line e-Learning to start
- Facilitator feedback on every decision

- **Live negotiations** between Retailers and Manufacturers every day

Final results: 2 winners

- One Retailer – share of shoppers + EVA
- One Manufacturer – market share + EVA



How companies use Storewars

Storewars can be customized to meet clients' specific targets and latest market trends



- Modeling business strategy and product portfolio



- Building relations with key accounts



- Personnel assessment



- Team building



- Corporate leadership program



- Threat of hard discounters



- Manufacturers ROI



Why Storewars Is Unique?

As a Business Model

- Compound vertical market model showing trade relations along the complete supply chain.
- Comprehensive retailing and manufacturing business model
- Live negotiations and its effect on business outcomes.
- No golden strategy implied – results are dependent on every team actions.
- Dynamic extensions switching – shops leasing and acquisition, supply chain automation, private label subcontracting, POS activities, inventory holding costs refinancing, etc.

As an Educational Tool

- Top and middle management.
- Practical extension of basic management skills:
 - 50% of total time is group work and inputs; 20% – negotiations; 15% – feedbacks
- Overall testing and development of managerial competence and skills in 4 major areas:
 - Managing Own Job;
 - Relating to Others;
 - Building the Team;
 - Thinking Clearly;
- Professionals of sales, marketing and trade marketing, purchase and logistics, production, finance and HR



Our research and development

Industry reports publishing with information partners

Global Retail Trends, 09; Private Label 2009.

Upload here: http://www.storewars.net/Retail_trends_2009.pdf

PlanetRetail

nielsen

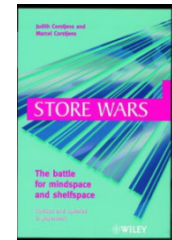
Software developments

Improved **Version 6** launched last year.

Storewars book

We are updating the best-selling book

“Storewars: The Battle for Mindspace and Shelfspace”
to be focused on new trends in retailing worldwide.



E-learning Module

On-line tutorials and simulator.

Convenient for HR to track the progress.

Get your trial access: <http://elearning.storewars.ru/index.php/trial/get>

Partnership with universities and world leading business schools

INSEAD

IVEY

