

STOREWARS  
THE WORLD'S LEADING BUSINESS MANAGEMENT SIMULATION

STOREWARS  
OPEN PROGRAM

24-26 FEBRUARY 2015  
DUBAI, UAE

**STOREWARS**  
INTERNATIONAL

THE WORLD'S LEADING BUSINESS  
MANAGEMENT SIMULATION

# ABOUT STOREWARS

Storewars is one of the world's most sophisticated total business simulations. Used by multiple leading FMCG manufacturers and retailers in over 40 countries, it provides a unique management development programme that examines the interaction between suppliers and retailers.

The practice of business decision-making is relevant to every employee in today's fast-moving retail sector. There is a high premium placed on negotiating skills, the ability to take decisions, and a clear understanding of the responsibility and consequences of the choices that are made.

Storewars participants essentially run an FMCG business. While managing the firm, its strategy and its resources, they develop an intuitive understanding of the business, its functional elements, and ways to achieve a strong profitable position in the market by establishing win-win cooperation.



# ABOUT STOREWARS

## STOREWARS' KEY LEARNINGS

- Creating & implementing sound company, market, product & customer strategies
- Total business management: managing company resources to reach market goals
- Taking & implementing rational tactical decisions and monitoring their effectiveness
- Communication and Negotiations skills
- Emotional intelligence development
- Massive data analysing skills, ability to find critical information & transform it into profitable decisions
- Developing and launching new products, branded product portfolio management
- Managing product portfolios: manufacturer & retailer perspectives
- Trade profitability analysis, establishing mutually profitable trading relations
- Building effective consumer, shopper and trade marketing system
- Brand power & store power: managing mind space and shelf space

## TAKEAWAYS

- SWOT analysis
- Market segmentation: perceptual vs. actual
- P&L basics:
  - Retailer and manufacturer outlook
  - Customer & supplier profitability
  - KPI's retailer vs. Manufacturer
- Brand performance analysis: retailer and manufacturer perspective
- Category management basics
- Excel based negotiations calculator
- Trading terms financial impact calculation formula
- Quantity discount & promotion costs calculation
- Price waterfall modeling
- Shelf space allocation effectiveness calculation: retailer and manufacturer perspective
- Marketing spend: budget allocation and effectiveness calculation basics

# GREG THAIN, CHAIRMAN OF STOREWARS



**Greg Thain** has been the leader of STOREWARS GLOBAL since 2003. He is a well-known enterpriser and a frequent speaker throughout Europe on market development in Russia & CIS and the other Emerging Markets. Greg Thain has got over 30 years of business experience in areas like marketing, real estate, investment and property funds, market research, publishing and 16 years of Russian and Emerging Markets industry, economic & management expertise. Greg was living in Russia and now resides in Monaco.

Greg is an entrepreneur with a strong track record of establishing successful businesses. On coming to Russia in 1993, Mr. Thain established one of the first domestic market research agencies, RMRC, which was acquired by GfK Rus (the Russian subsidiary of GfK Group, one of the largest market research companies in the world) in 1998.

In 1996 Mr. Thain was among the founders of PMC, a Russian real estate consultancy, which soon became one of the leaders in the Moscow market.

Aiming at sharing his extensive knowledge of retail and marketing, Greg has been running Storewars business simulation program since 2003 for such clients as Dirol, Wrigley, Tesco, SABMiller, Henkel, JTI, Philip Morris, Mars, Gillette, AC Nielsen, PWC.

## COMPANIES WE WORK WITH

**Henkel, Kraft Foods, Hewlett-Packard, Sadafco, Nokia, Baeshen, Pfizer, Johnson & Johnson, JTI, Kimberly Clark, Kraft Foods, Mars, Panda, PepsiCo, Pernod Ricard, Reckitt Benckiser, Red Bull, SABMiller, Tchibo, Walmart, Wrigley, General Mills, Coca-Cola, GSK**

# ABOUT THE VENUE

Storewars open course will take place at  
**VILLA ROTANA HOTEL DUBAI**

**Address:**

Address: Sheikh Zayed Road,  
P.O. Box 118737, Dubai, U.A.E.  
T: +971 4 321 6111



**Hotel's location on Sheikh Zayed Road in the business hub of Dubai**

Touting one of the most enviable addresses in Dubai, Villa Rotana which is strategically located on the Sheikh Zayed Road, offers easy access to Dubai Mall which is a shoppers paradise located on the opposite side of Sheik Zayed Road , the Business Bay Metro station, for your instant commute and Villa Rotana Dubai is located just 11 km away from the Dubai International Airport. Villa Rotana hotel distinguishes itself with 118 spacious and fully equipped rooms and suites offering you luxurious and modern amenities including a free entrance to the health and fitness club and high-speed wireless internet access.

Enjoy the view to the magnificent Burj Khalifa located adjacently to our Hotel while you enjoy the relaxing environment of our Premium Studios and Suites. We also offer liberating services, from in-room dining to daily housekeeping to help you make the most of your time. Additionally, Villa Rotana also boasts premier services such as a rooftop pool, sauna, jacuzzi and 7 sophisticated meeting rooms.



# OUR NEXT STOREWARS OPEN COURSES

Storewars Open Courses are organized by Storewars International in different cities in around the world. The purpose of the open courses is to bring together 24-32 participants from retailers and their suppliers, with various nationalities and backgrounds. The Open Course gives the opportunity to delegates to exchange ideas and views.

Date	Format	Language	Location	Price*
March 17-19, 2015	Open Course	English	Doha	\$ 2699
April 28-30, 2015	Open Course	English	Cairo	\$ 2399
May 19 – 21, 2015	Open Course	English	Dubai	\$ 2999
September 15-17, 2015	Open Course	English	Dubai	\$ 2999
October 20-22, 2015	Open Course	English	Cairo	\$ 2399
November 24-26, 2015	Open Course	English	Dubai	\$ 2999

\* The above prices include the participation on the simulation, e-learning, hand-out materials, certificate as well as snacks and refreshments. The above prices do not include VAT, travel and accommodation expenses. Discounts are provided for groups of 3 delegates or more. For information on our in-house formats and corporate programs, please feel free to contact us on [taliyu@storewars.net](mailto:taliyu@storewars.net)

# PRELIMINARY AGENDA

## STOREWARS OPEN COURSE

DUBAI, U.A.E.

24-26 FEBRUARY 2015

[E-learning pack before the course \(preparatory work\)](#)

Approximately two weeks before attending the course all delegates will be contacted and will receive a detailed e-learning pack that should be worked through before attending the course. Some days prior to the course there will be a webinar where participants can ask all the questions they had during their preparatory work. This e-learning course is aimed to explain in details the theory of the course and to use more effectively 3 days of the simulation.

Tuesday February 24 <sup>th</sup>	Wednesday February 25 <sup>th</sup>	Thursday February 26 <sup>th</sup>
<b>Introduction to Storewars/Win-win cooperation between Manufacturer and Retailer</b> 09:00 – 10:30	<b>Decision 2</b> 09:00 – 10:30	Feedback on Decision 3 09:00 – 10:00
Group Analysis & <b>Decision 1</b> 10:30 – 14:00	10:30 – 12:00 <b>Lecture E-retailing – the future of retail</b>	Group Analysis, Negotiations & <b>Decision 4</b> 10:00 – 13:00
<b>LUNCH</b> 14:00 – 15:00	12:00 – 13:00 Feedback on Decision 2	<b>LUNCH</b> 13:00 – 14:00
Feedback on Decision 1 & Lecture: Negotiations 15:00 – 16:00	<b>LUNCH</b> 13:00 – 13:45	Team Presentations 14:00 – 14:30
Group Analysis & Preparation to the Negotiations 16:00 – 17:30	<b>Lecture. Private label – the power of Retailer</b> 13:45-15:00	Final Feedback & Summary 14:30 – 16:30
Negotiations 17:30 – 20:00	Group Analysis & Preparation to the Negotiations 15:00 – 17:00	
	Negotiations 17:00 – 20:30 <b>Decision 3</b> 20:30 – 21:00	

# BOOKING FORM

## BOOKING FORM

I would like to register \_\_\_ number of delegates for the STOREWARS Open program in 24-26 of February in UAE, Dubai in 2015.

Standard fee per delegate is 2999 USD/person.

- Participation on Storewars business simulation
- Hand-out materials and certificate
- Lunch, morning and afternoon snacks and refreshments on the 3 days of the seminar
- Pre-work (e-learning and webinar)

Prior to the course all delegates will be contacted and will receive a detailed E-learning pack that should be worked through prior to attending the course. E-learning is obligatory for all participants to do, which is part of the education.

Company Name \_\_\_\_\_ Tel \_\_\_\_\_

Address \_\_\_\_\_ VAT (if any) \_\_\_\_\_

PO (if req) \_\_\_\_\_

Contact Name (if not a delegate) \_\_\_\_\_

Email address \_\_\_\_\_

Delegate Name \_\_\_\_\_ Current position \_\_\_\_\_ E-mail address \_\_\_\_\_

Delegate Name \_\_\_\_\_ Current position \_\_\_\_\_ E-mail address \_\_\_\_\_

Delegate Name \_\_\_\_\_ Current position \_\_\_\_\_ E-mail address \_\_\_\_\_

Delegate Name \_\_\_\_\_ Current position \_\_\_\_\_ E-mail address \_\_\_\_\_

Delegate Name \_\_\_\_\_ Current position \_\_\_\_\_ E-mail address \_\_\_\_\_

If your participants require hotel accommodation, please contact Titilope Aliyu at [taliyu@storewars.net](mailto:taliyu@storewars.net)

Due to the intensity of the course and level of interaction, places on each course are limited to 32 participants.

### Storewars cancellation policy

- 10 weeks prior to the course cancellation fee is not applied
- 8 weeks prior to the course cancellation fee is equivalent to 30% of the training cost
- 6 weeks prior to the course cancellation fee is equivalent 50% of the training cost
- 4 week prior to the course cancellation fee is equivalent 70% of the training cost
- 2 week prior to the course cancellation fee is equivalent 100% of the training cost

### Authorized (stamped) and signed by

.....

This form can be scanned and emailed to [taliyu@storewars.net](mailto:taliyu@storewars.net) with a copy to [Sw@storewars.net](mailto:Sw@storewars.net)

If you have any questions or queries regarding the course, its content or relevance to your business and for questions regarding corporate courses, retailer sponsored programs or terms and conditions for multiple delegates please contact Titilope Aliyu on phone +971 50 924 1549.



# REGISTRATION FORM

## RATES

Discounts for group registrations (3 or more) are available. All registrations for attendees from the same organization seeking discounts must be submitted together. Due to intensity and level of the course, places on each course are limited to 32.

Storewars Open Course Rate: 2999 USD

## ACCOMMODATION INFORMATION

Arrangements have been made for special rates for delegates attending Storewars seminar at the Radisson Royal Hotel Dubai. Please inform the organizers if you wish to book a room at the above hotel, by informing them about your arrival and departure dates. The payment will be made directly at the hotel. The rates offered for Storewars delegates at the hotel are 650 AED/night for a single room, which includes breakfast buffet, complimentary internet in guest rooms.

## PRE-COURSE WORK

Prior to the course all delegates will be contacted and will receive a detailed e-learning pack that should be worked through before attending the course. It starts approximately two weeks before attending the course. The course will start on 24<sup>th</sup> of February 2015 at 9am, and will end on 26<sup>th</sup> of February 2015 at 4:30pm.

## GET THIS FORM TO US...

Please send the filled out registration form to [taliyu@storewars.net](mailto:taliyu@storewars.net)

## QUESTIONS?

Call +971 509 241 547 or e-mail [taliyu@storewars.net](mailto:taliyu@storewars.net)

## AGREEMENT TO TERMS AND CONDITIONS:

I wish to register \_\_\_ number of people for the Storewars open course in Dubai, UAE, held on 24-26 of February 2015 and acknowledge the registration terms including the cancellation policy.

SIGNATURE \_\_\_\_\_

[www.storewars.net](http://www.storewars.net)