

STOREWARS

CORPORATE COURSES



About Storewars

The Mini-MBA with an 18-year history
Uniquely high quality training via computerized business simulation
For consumer-facing companies across the globe
Launched in 1995 and run over 800 times
In 43 countries and in 8 languages

Storewars Business Simulation is...

- ✓ Run your own \$600m virtual business
- ✓ Experience 2 years decision-making in just 3 days
- ✓ Take a retailer or manufacturer role
- ✓ Operate in 2 different markets
- ✓ And 2 different product categories
- ✓ Or take your company into the excitement of the Emerging Markets
- ✓ Make 4 sets of crucial decisions with your own management team

And Storewars is not just a management development program.
The world's top companies also use it regularly for team-building, leadership training, trade partners networking and development, as well as for management assessment and recruitment.



Practice these key management skills in the business simulation exercise

Strategic Planning and Thinking

Ability to analyze circumstances, establish objectives, and lay out plans of coordinated activities that extend several planning periods into the future.

Strategy Management

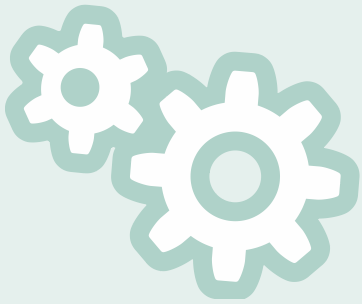
Execute, adjust and fine-tune your strategies. Acquire a solid cross-functional understanding of the business enterprise you're running.

Leadership, Teamwork, and Interpersonal Skills

Real team-building experience: participants must fight for their ideas, leverage and improve their negotiation skills and at the same time listen and respond to the ideas of their colleagues.

Budgeting and Cash-Flow Management

Watch your decisions impact on accounts and profitability. Develop your understanding of financial statements and cash flows.



HOW DOES ►
STOREWARS'
CORPORATE
FORMAT
BENEFIT YOU?

Storewars Business Simulation can be custom-built to your precise operational needs

Storewars flexible format enables the tailoring of courses specifically to your needs.

Solve the specific issues facing your company today. Storewars can provide specific lecturers to address specific topics, with an agenda tailored to meet these goals. You can even choose your trainer .

Develop managers' core personal skills in communications, negotiations, emotional intelligence, data analysis, people management and team building.

Develop managers' FMCG strategies in business planning, resources, production, purchasing, marketing, branding, sales and customer relations to manage brand power and store power.

Bring managers together from different parts of your business to work together and benefit from best practice exchange. Whilst participants often come from one discipline in one market, Storewars also works well in cross-functional development, with delegates from different disciplines: sales, marketing, commercial or logistics. And many companies use Storewars as an international development tool, with participants coming together from several differentiated markets.

Work with managers from other like-minded companies to explore best business practice. Or work with managers from business partners.



The Corporate Format

HOW IT WORKS

Between 24-34 participants take the management development program in a standard corporate course, although course numbers can shrink to **16-18**.

TRAINING TEAM

There are two facilitators per course.
You can choose your trainers.

VENUES

Courses can be run in both hotels and company offices.

LECTURES

Custom-designed training with individual lecturers for specific areas of interest.



Companies that used the corporate course





Testimonials

«It gave us the opportunity of making decisions and quickly seeing the implications and consequences of these decisions on our business and on the market in general. It also helped us to see things from a totally different perspective, as we changed roles, responsibilities and knowledge» — **Ronald Howes, ADV Group**

«Beside its direct focus, this training program has one more important goal - it is teambuilding. This is 2-in-1 training!» — **Lesnichaya, Lukoil**

«Negotiations: nice to negotiate with my boss! The game and its reports were extremely motivating and kept me engaged the whole time.» — **Ahmed Al Akber, Philip Morris**

*«1. Discussions in feedback sessions.
2. People from different business.
3. Backgrounds & experience level - exchange!»* — **Martina Novak, SAB Miller**

«Teamwork, decision- making in the limited time conditions, market analysis, response to the aggressive competitors approach, cost evaluation, complex analysis.» — **Kseniya Maslova, Acer**

«The cooperation between us as a team also the variety in terms of departments and regions gave us the chance to exchange experiences and learn from each other.» — **Noha Ahmed, Nokia**



Testimonials

«It was the best program I have seen.» — **Oenk Aigr, Coca-Cola**

«Team spirit, fun, new information and experiences. There was much new information which will be very useful for my next work. It showed us how to co-operate and think in a more communal way.» — **Anna Mutkovicova, SAB Miller**

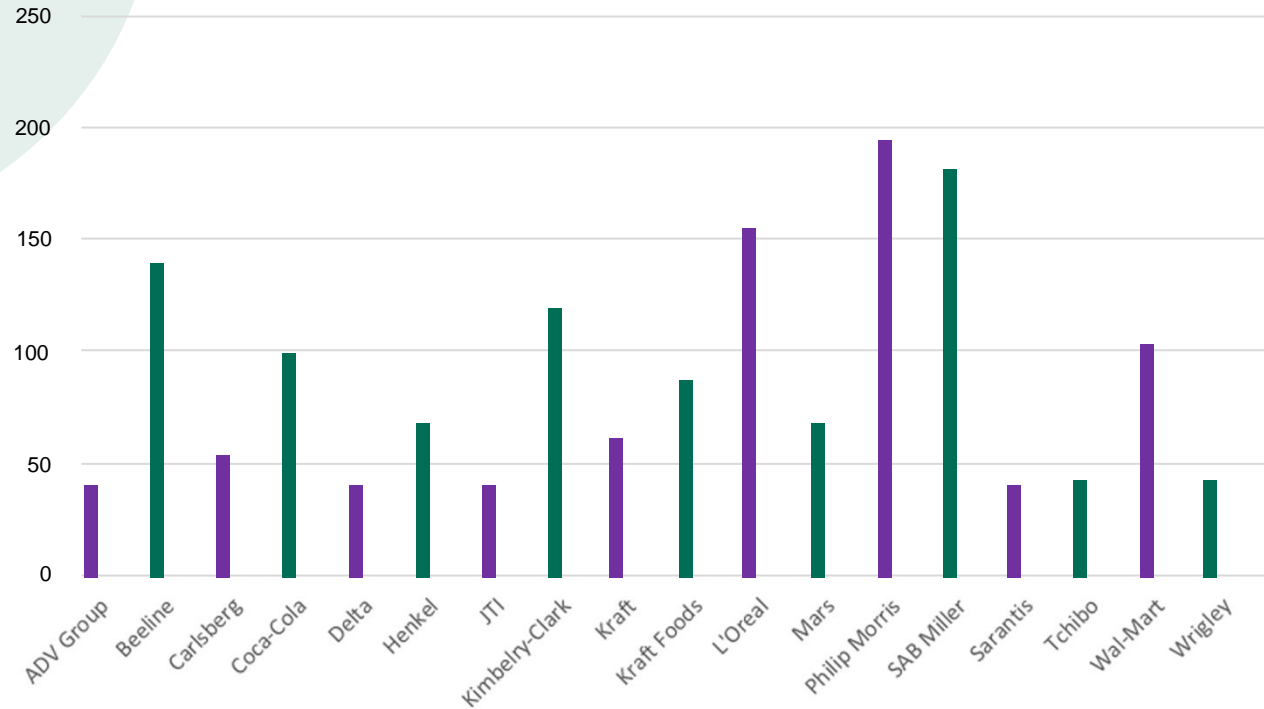
«The competition between teams and meeting and working with new people. The negotiations later in the week as we became more confident in what we were doing and how the program works. We understood which factors were important and what the retailers were focusing on. It pushed me out of my comfort zone and helped me realize finance is quite good after all!!!» — **Sharon McCabe, SAB Miller**

«The opportunity to be in the same team with retailers and to exchange the experience, to see the business from the partner's side.» — **Vladislav Bhtenko, Pepsi**

«Negotiations. Gives better perspectives- 360 scope of the FMCG business.»
— **Vladislav Bhtenko, Pepsi**

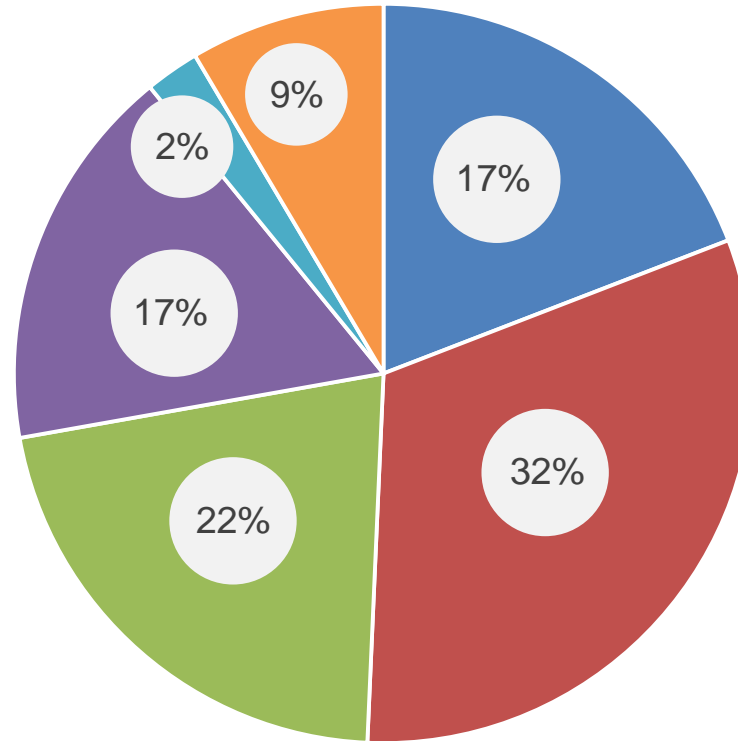
«I liked that I was put in the retailers role and experienced some challenges they face. This will help me in my approach to the retailers.» — **Mohamad Dabbous, Mars**

Over-all number of participants in the corporate courses per company



Source: Storewars Alumni statistics 1995-2014

Percentage of participants per department



● Senior ● Sales ● Marketing ● Operations ● HR ● Others



Business Wars is coming soon!

Business Wars is a business simulation that challenges participants to make all the key decisions required for successful business. Teams run three manufacturing businesses, managing two distinct product groups - food and detergents – in two different markets.

HOW can a team discover and implement successful strategies?

HOW understand what the P&Ls and the market say?

HOW adopt flexible approaches for different countries and categories?

HOW work effectively as a team to get the results needed?

BUSINESSWARS

The new business simulation - launching June 2014



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