

SIM^X

Business Simulation

A NEW WAY TO EXPERIENCE RETAIL





THE RETAIL BUSINESS

The retail game has changed. Relying on gut instincts and traditional process to make decisions will not deliver the top or bottom line business results.

For the last decade, retailers have been capturing and storing varying levels of information on historical sales, margin and inventory. But knowing what to do with the information, how to analyze it, make the best decision using it and take the actions that will improve financial performance, has been missing.

The SIM X logo, with 'SIM' in black and 'X' in green.

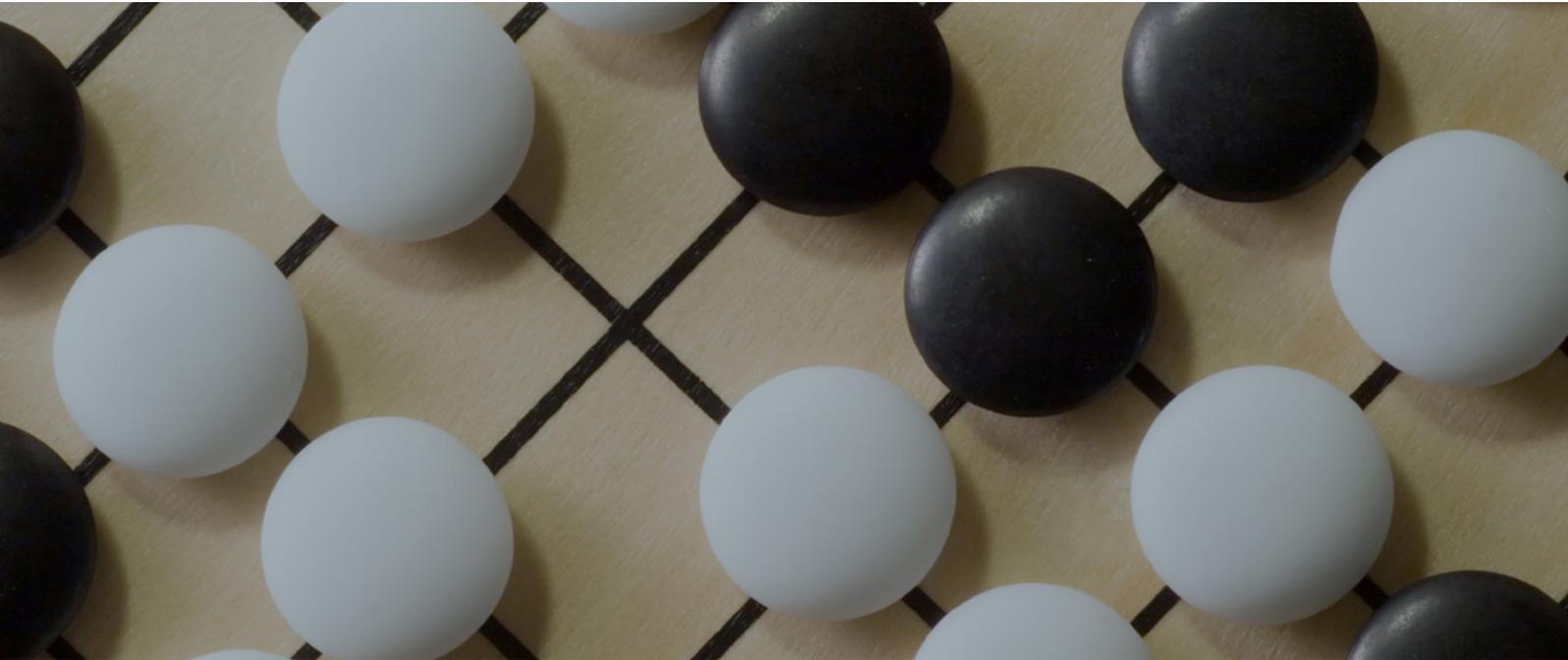
a new way to
experience Retail



GOALS

The **SIMx** Program has been developed to immerse participants in real-life scenarios, utilizing newly defined processes, global best practices and system reports. Participants will become familiar and learn new tools to analyze our business, competitors, and anticipate their actions and reactions to your own strategic shifts.

The SIMx logo, with 'SIM' in black and 'x' in green.
recreates
real-life scenarios



THE PROGRAM

The program uses a retail simulation model designed to allow an understanding of how retail business functions. Participants are fostered to discover the key success factors of the business and to practice some of the skills that lead to that success.

As soon as the simulation starts, participants are immersed in a dynamic competitive environment. The simulated world consists of 4 to 5 companies managed by teams of 5 members approximately. Each team manages a chain of 6 C-stores located at different spots of the created world. Companies will be competing with each other for the same shoppers and will have the same chances to potentially lead the simulation.

Each firm will be making decisions on product, brand and category management, advertising and promotions, employees' staffing and training, and hardware investments. These decisions will be made under uncertainty as to market conditions, including competitors' moves. Teams compete in a perpetually shifting

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environment - market conditions - to contend with the broadest range of scenarios

Many quarters of activity are simulated in a short time, and decisions get a quick feedback from the simulation model. When all groups have independently made their decisions, the decisions are entered into a computer-based simulation model. The results for each company are returned to it. Participants will learn through trial and error and through the correct analysis of information. Companies will have from 2 to 3 hours to make a quarterly decision. As time pressure increases during the simulation, teamwork and efficient time management becomes critical to the decision making process.



WHY A SIMULATION

The computerized simulations encourage participants to apply strategic thinking, creativity, varied analytical approaches, market research techniques, category management, promotion effectiveness and a host of operational skills in their decision-making.

SIMx provides invaluable learning experience. One of its strongest educational features lies in the unique business experiences and approaches each individual brings to his/her team as it handles shared challenges. As teams debate among themselves, each participant receives feedback and learns how others overcome similar problems

The

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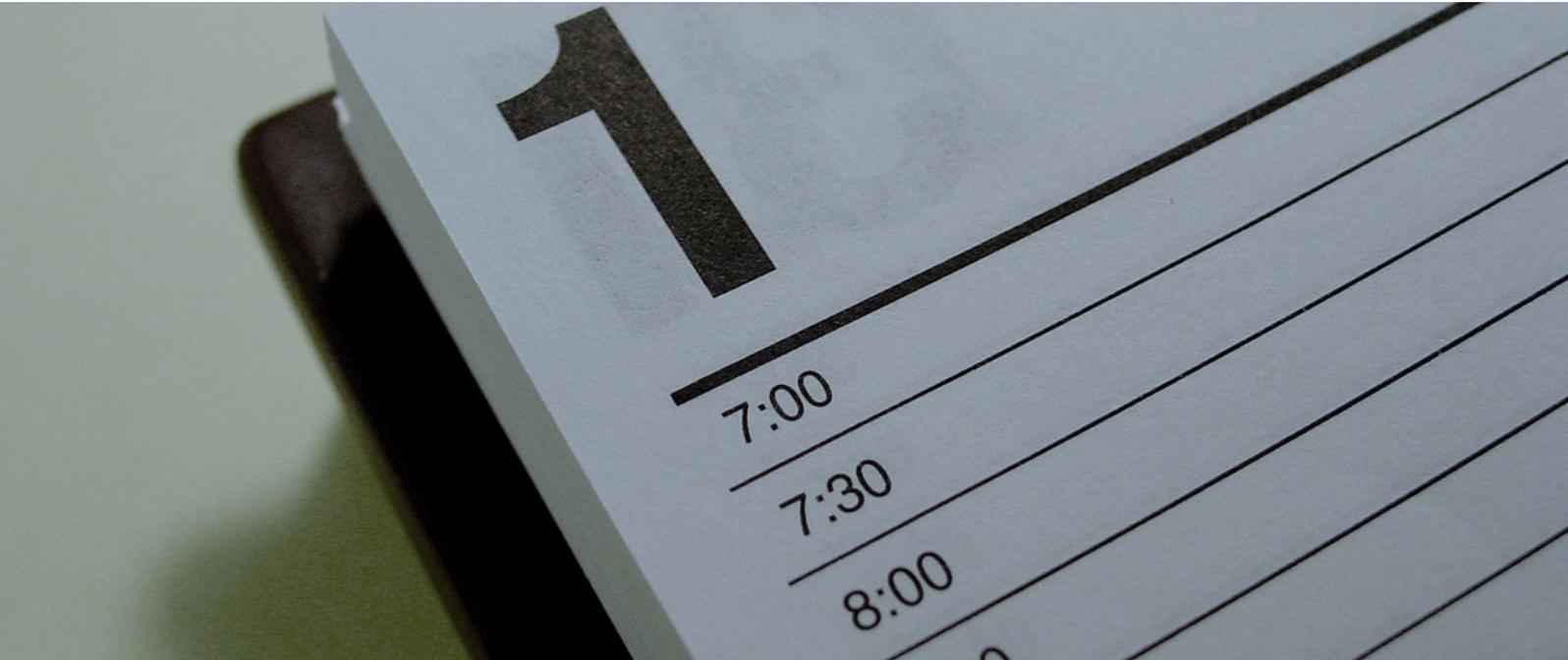
Program is highly
motivating
and intense



KEY LEARNING

The Program has a design clearly focused on the learning, practicing, and testing of strategic marketing concepts on a retail business. This cutting edge, two-day program provides individual with the know-how to master key learning:

- Allow participants to learn and experience the **main principles** that rule the retail business.
- Enhance **allocation of resources** across categories and sites.
- Emphasize on **strategic issues** such as competitive analysis, market segmentation, business offer and marketing proposition, category management and store operations.
- Integrate business and operational **decisions** with Financial **results**.
- Gain **experience** during the course of the simulation that can be transferred to real business situations.
- Increase knowledge on how to use reports and information to make category management **decisions**.
- Stimulate a market and results oriented store **operation**.
- Improve the **teamwork abilities** of participants.



PROGRAM SCHEDULE

SIMx program could be presented in any convenient location with participants recommended number of up to 30 individuals.

DAY 1

- Introduction to SIMx Business Simulation
- Business Simulation Decision 1
- Successful Retail Model (Round table discussion)
- Feedback Business Simulation Decision 1
- Business Simulation Decision 2

DAY 2

- Customer perception / Market Segmentation and Positioning
- Feedback Business Simulation Decision 2
- Business Simulation Decision 3
- Optimized Range, Space and Assortment
- Key performance indicators in Retail (P&L)
- Feedback Business Simulation Decision 3
- Business Simulation Decision 4
- The retail leader role and execution
- Feedback Business Simulation Decision 4
- Conclusions and Feedback

NEXT MEETINGS
& MORE INFORMATION:

www.corecrowd.net

