



Mania[®]
World of Business Simulation Games

INNOVATE RETAIL

“I:DO EDUCATION”

**Retail-FMCG
Collaboration Program**

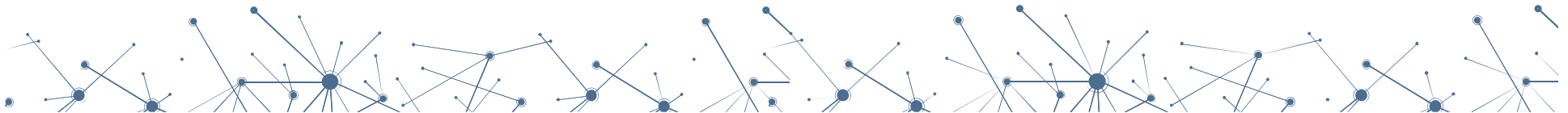
ISSUE



How many RR drives your Category Manager
or Buyer?



6300! Rolls Royce Phantom equals to
Drinks Category annual turnover in one of
the biggest Russian Retail chain





INNOVATE RETAIL



6300!
Rolls Royce Phaeton

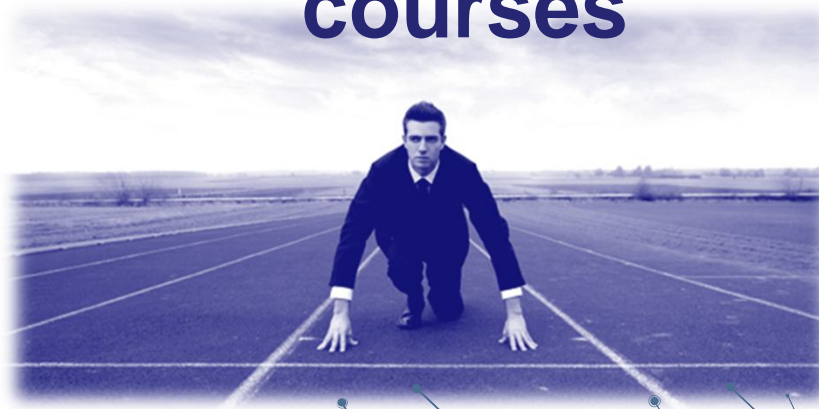
Does your buyer has an official “driving license”?



Most* of buyers are self-taught



Or just passed theoretical category driving courses



* ECR Europe research 2014: 82% are self-taught, 15% passed some kind of Category Management theoretical courses

SOLUTION

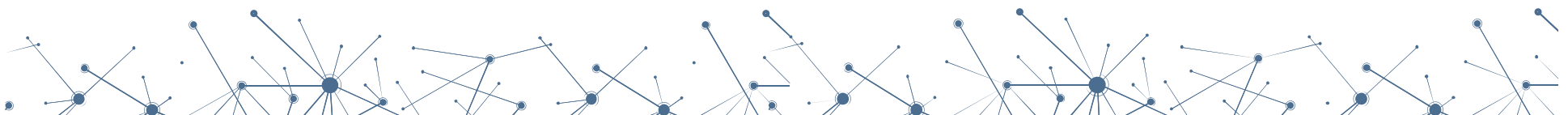


THE WAY WE LEARN

I HEAR | I SEE | I DO

“I hear and I forget. I see and I remember. **I do and I understand.**”

Confucius





LEARNING BY DOING!



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WORLD'S BEST RETAIL-FMCG EDUCATION!



MANIA business simulations delivers the world's best retail- FMCG education

1

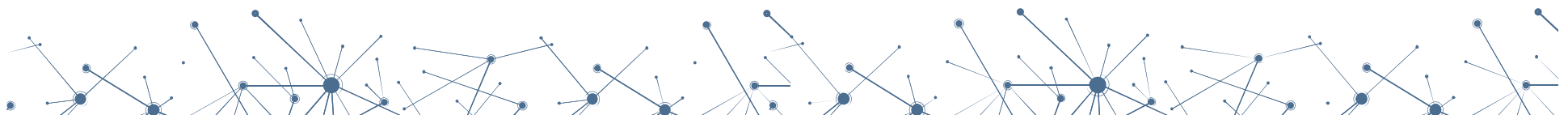
Learning by doing

2

Best experts & unique simulation brains

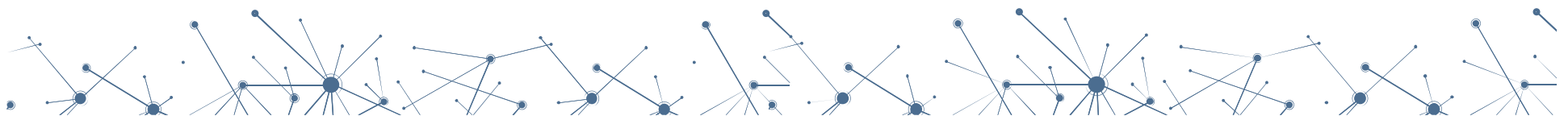
3

ROI+ & Collaboration



1

Learning by doing



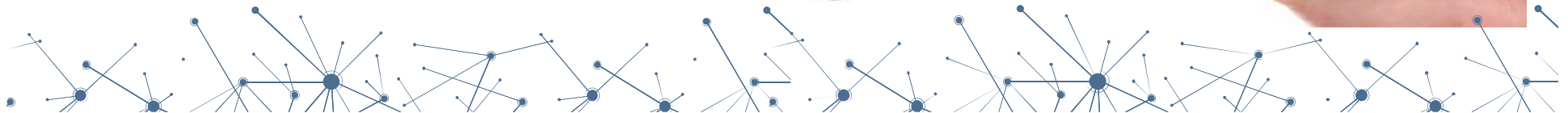
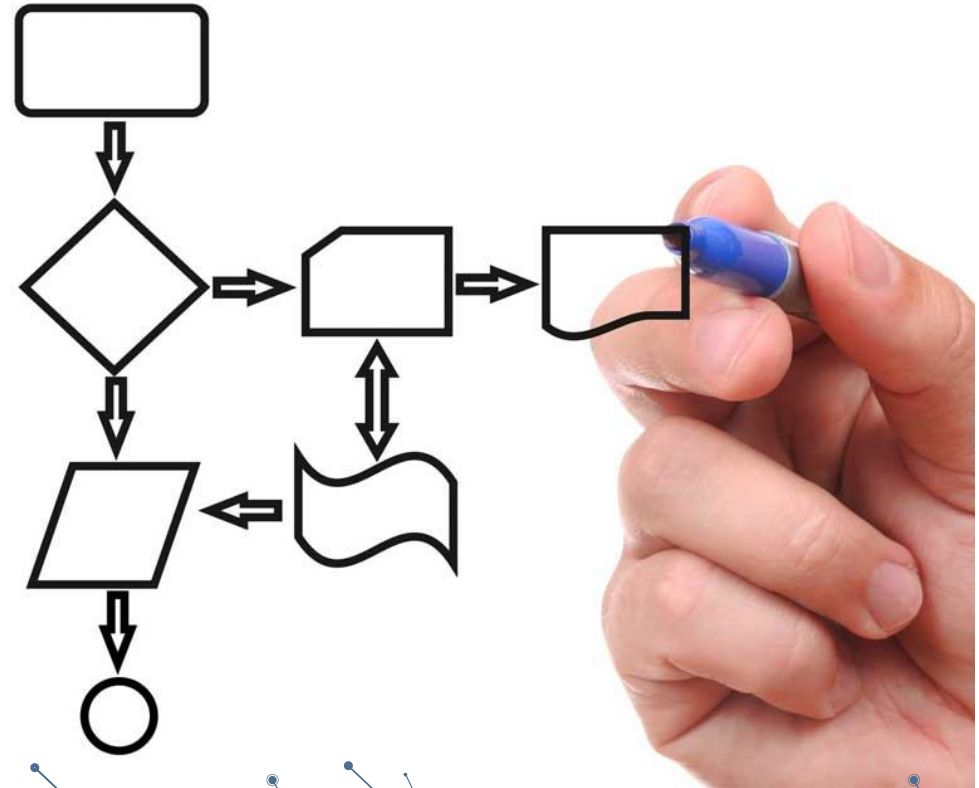
INNOVATE RETAIL

FUTURE



SIMULATION BRINGS GAME BENEFITS

1. Mistake cost nothing
2. Game passion
3. Telescoping time
4. Team spirit created
5. SO What?



2

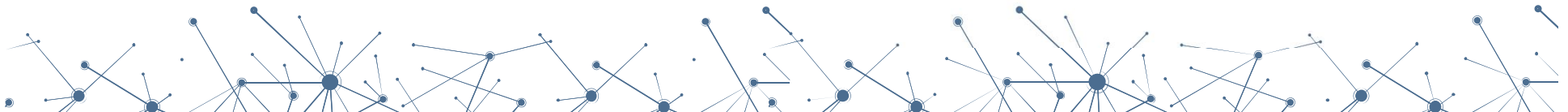
Best experts & unique simulation brains



Solid education base

- A. Prepared and facilitated personally by Prof. Marcel Corstjens, author of Mar-Pro and founder of StoreWars
- B. Professor from leading business school (INSEAD) with extensive experience in consumer goods industries and retail.
- C. BoD member of several European retailers
- D. Lecture topics designed for each seminar, according to the learning priorities of participants.

Marcel Corstjens
Professor of INSEAD
BoD President Innovate Retail





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World of Business Simulation Games

INNOVATE RETAIL

Simulation brain, which never exists before!

- A. From 10 000 to 1 000 000 habitants which programmed individually
- B. Close to reality
 - Factories, logistic, warehouses, stores, shelves
 - Shoppers behavior, dependencies, patterns, needs
 - Marketing, merchandising rules
 - Demographic dynamics
- C. Two days = up to two years (you learn – you do – you have result)



3

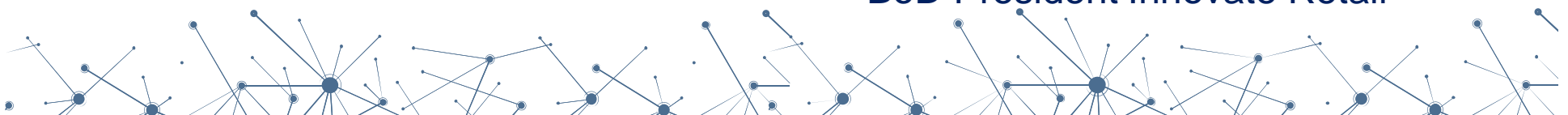
ROI+ & Collaboration



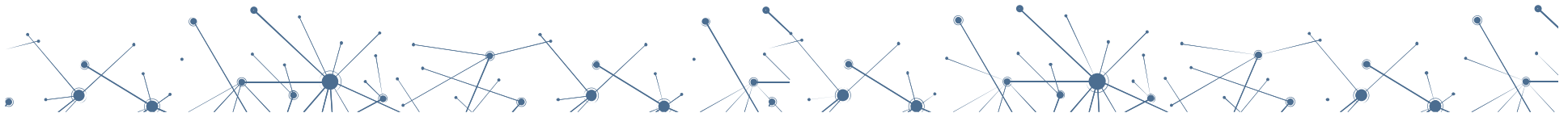
Focusing on Collaboration to create the TRUST and grow business



Marcel Corjstens
Professor of INSEAD
BoD President Innovate Retail

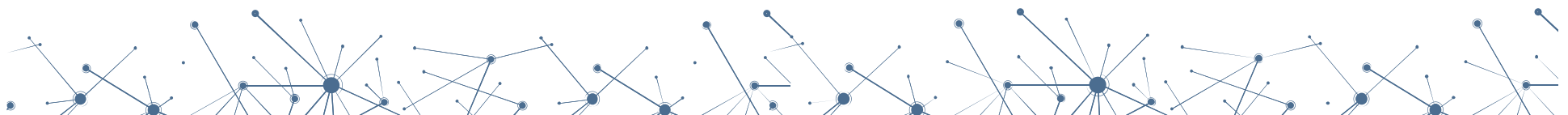


Collaborative Education program aims to build the **trustful platform** within Retailers & FMCG, improves **capabilities** to develop **long term Partnership** beneficial for both parties



Collaborative education improves capabilities and provides with informal platform for communication with partners

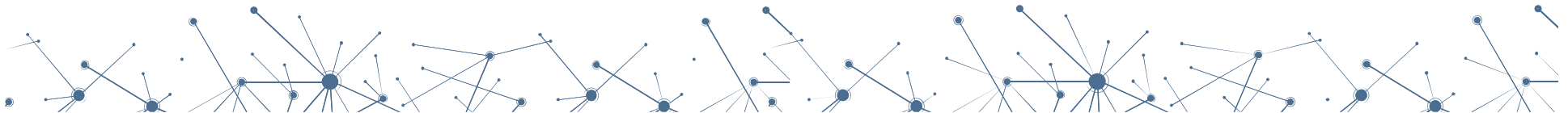
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YOU ARE IN THE GAME!



**Create your own game and study how
collaboration brings results with partner**



MANIA business simulations delivers the world's best retail- FMCG education

1

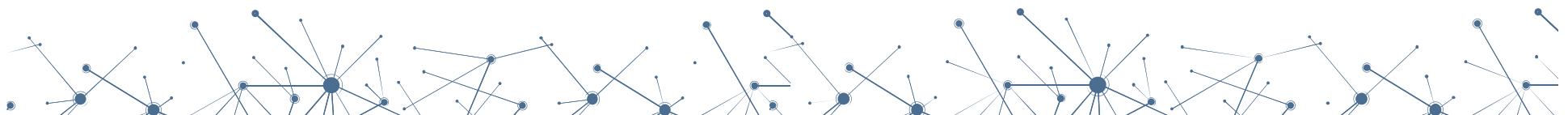
Learning by doing

2

Best experts & unique simulation brains

3

ROI+ & Collaboration



Mania Business simulations





WinMania[®] *Tactics and negotiations in retail*

INNOVATE RETAIL

1. To know how your tactical decisions effect on your company results ;
2. To get full scope of retailer/producer economics;
3. To negotiate with WIN-WIN approach

- **Program:** 2 days game
- **How:** min 5 teams of producer and retailer companies
- **Method:** simulation, negotiations, discussions
- **Target audience:** Participants with min 2 years retail and FMCG working experience in sales, marketing, buying, commercial, operations, logistics. “Excel” intermediate level is must.



Mar-Pro[®] *Strategy and negotiations*

INNOVATE RETAIL

1. WIN-WIN-WIN.
2. Experience both sides
3. Emphasis on key learning's

- **Program:** 2,5 days game
- **How:** min 4 teams of producer and retailer companies
- **Method:** simulation, negotiations, lectures, discussions
- **Target audience:** Participants with min 3-5 years Retail and FMCG working experience in Sales, Marketing, Buying, Commercial.

Author
Marcel Corstjens



CatMania[®]

*1st Category management
Simulation in the world*

INNOVATE RETAIL

1. To learn how effectively implement category management approach in everyday retail business and make it happen.
2. To create efficient 4P management that let you win with shopper.
3. To get full scope of company decisions both middle& top management.

- **Program:** 2 days game
- **How:** min 4 retailer teams
- **Method:** simulation, analytics, discussions
- **Who:** Participants with min 3 years retail and FMCG working experience in sales, marketing, buying

Be first!
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