

ECR in association with
Mania Business Simulations presents



Catmania[®]

World's first and only **category management** business simulation and education solution

How do specialist and managers learn to drive your business?



82%

Self-taught via trial and error

15%

Courses and trainings

* According to 2014 ECR Europe research

Business simulation education – deep knowledge and practical application over a short period of time



Catmania®

BUSINESS SIMULATION FEATURES:

- Practical application
- Full involvement
- Mistakes don't cost anything
- See the simulated results over a period of three years

After passing the course you will become fully proficient in category management



- Combine category roles to the maximum effect
- Apply strategies and tactics (4P) for category growth
- Able to understand the shoppers' needs and implement accordingly
- Understand how category captain can benefit or impede your business
- Know the specifics and limitations of category management

2,5 days of non-stop practice



| Day 1 | |
|----------------|--|
| Old experience | <p>Business case</p> <ul style="list-style-type: none"> • Preparation • Negotiations • Decisions |
| | <p>Questionnaire Lecture</p> |

| Day 2 | |
|----------------|--|
| Reflection | <p>Questionnaire</p> |
| | <p>Trainer's feedback</p> |
| New experience | <p>Business case</p> <ul style="list-style-type: none"> • Preparation • Negotiations • Decisions |
| | <p>Lecture</p> |

| Day 3 | |
|----------------------|--|
| Reflection | <p>Self-assessment and analysis</p> |
| | <p>Lecture</p> |
| От кейса к действиям | <p>Business case</p> <ul style="list-style-type: none"> • Preparation • Negotiations • Decisions |
| | <p>Lecture Trainer's feedback Commitments</p> |

World of Business Simulations opens up endless possibilities for practice



4 teams:

- 2 retailers
- 2 manufacturers

KPIs:

- Turnover growth LFL
- Profit growth LFL
- Collaboration

Market representing
from 2 to 3 categories

20 000 individual shoppers

Our superstar trainers



Our trainers are highly experienced and most sought-after professionals of category management in Russia and abroad



Olga Savushkina



Mark Taylor



Lyubov Kelhakh

Available formats



In-House:

- **12-18** participants
- Employees of one company
- Your dates

Collaborative:

- **12-18** participants
- Retailers and suppliers
- Your dates

Open:

- As little as **one** participant from one company
- Retailers and suppliers

Our programs were highly appreciated
by employees of the following companies

