



# ECR PEOPLE DEVELOPMENT WORKSHOP MAR-PRO BUSINESS SIMULATION



**22-23** APRIL 2015 **PARIS**  
FRANCE



# ...EFFICIENT AND EFFECTIVE



**ECR National Initiatives** in Europe together with **Innovate Retail Ltd** organized Mar-Pro Business Simulation Workshop in Paris.

**Marcel Corstjens**, Professor of Marketing at the INSEAD Business School and creator of Mar-Pro, together with **Maximilian Musselius**, Co-chairman of **ECR National Initiatives** in Europe, held the first business simulation education session in Europe, last week. This was the first European-based educational seminar using Mar-Pro. During one intense day, 18 participants had the opportunity to see how their actions impacted their company's profits and sales, and those of their partners.

Mar-Pro is one of the most efficient and effective business – simulation tools in the FMCG field. Why? It is the only business simulation to offer experience of strategy and negotiations from both sides, the retailer AND the manufacturer, all telescoped into just 2.5 days. Entertaining and motivating, the simulation provides risk-free opportunities to experiment with a wide range of real world situations. **Learning by doing, not just by listening.**

The 18 participants represented both Manufacturers and Retailers from **10 European countries**: Belgium, Ireland, Switzerland, Great Britain, France, Poland, Russia, Latvia, Cyprus, and Turkey. The market research and consulting spheres were also represented by delegates from **Nielsen and GfK**. Finally, associations and collaborative organization were represented by **The Global Consumer Goods Forum** and **ECR Europe** delegates.

At this event participants also heard a keynote lecture on the most challenging issues currently faced by retailers and brand-owners. They took away with them a deeper understanding of how to apply this knowledge in their everyday business environment. Participants particularly praised the simulation's ability to recreate "real working situations" and generate animated discussion of 'typical' issues.

The event was made especially enjoyable by the location, in a hotel with a stunning view of the Eiffel tower (see photos), and the convivial and relaxed atmosphere among the invited guests.

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

ECR National Initiatives Project Coordinator:  
Mairead Garvan

E-mail: [ecreurope22@gmail.com](mailto:ecreurope22@gmail.com)

Mobile: +353 87 6535915

Innovate Retail: [info@innovate-retail.com](mailto:info@innovate-retail.com)  
[www.innovate-retail.com](http://www.innovate-retail.com)

# Mar-Pro is a unique opportunity to develop your competitive advantage:

1

Mar-Pro provides a **unique experience**, reflecting the reality of the modern FMCG industry, 'real' negotiations between Retailers and Manufacturers with an immediate financial impact on each company's P&L.

2

At its core, Mar-Pro is a tool for collaborative education.

3

Mar-Pro is based on **the most up-to-date methodology**.

## Key learning:

1

### Strategy

- Race for Space vs. Race for Differentiation
- Push or Pull: Balancing investment between Trade and Consumer
- Store format and positioning. Relevant effective activities.
- Applying relevant tactics to support the chosen strategy: Assortment, Pricing, Shelving, Promo

2

### Negotiation

- Is Win-Win possible? Under what conditions is Win-Win possible in the real world?
- Negotiation tactics and behaviour
- Feedback to participants on their negotiation skills

3

### Global experience of Retail and FMCG challenges

- Why many Retailers are losing today
- Retailers that are winning; why they succeed
- Robin Hood concept
- Who is winning in the world of Manufacturers, and why?