

# What does Mar-Pro offer?



## Motivated Learning:

- Mar-Pro provides a realistic, interactive scenario, far more memorable and motivating than traditional teaching methods. Teams of two to four participants battle with dilemmas and decisions straight from the real world.
- The objective for teams is value creation by applying Win-Win approach to the supplier-distribution-consumer chain. Assessment is based on successful co-operation and relationships as well as financial performance.
- The real-time negotiations generate insights into the needs and motivations driving negotiation partners, as well as team-building excitement and emotions.

# Why is Mar-Pro unique?



## Rigour and Relevance:

- Specifically designed for FMCG, Mar-Pro focuses on today's crucial challenges: new product launches, pricing, promotions, defending mega-brands against premium and price entrants, margin preservation, shelf space and POS allocation, and price-driven retail competition.
- The Mar-Pro simulation and lectures flow from up-to-date research on value creation and avoiding value destruction or retail deflation.
- A unique 'swap-over' mechanism means that every participant experiences both sides of the negotiation – retailer and manufacturer - within one seminar.
- Mar-Pro is easy to get into allowing for a quick start and a 2 ½ day schedule.

## Mar-Pro's pedigree:



- Developed by Marcel CORSTJENS, Professor of Marketing at INSEAD Business School (France).
- Marcel has consulted with several European retailers at the highest level and have been an independent member of the board of directors of Jeronimo Martins (Biedronka owner).
- Marcel is well known for his research work and publications as well as for teaching and consulting activities in the FMCG industry for more than 38 years.
- The Mar-Pro lectures and simulation form a complement to Marcel's new book 'Penetration: the New Battle for Mindspace and Shelfspace,' which is to be published towards the end of 2015.