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CONSUMER MARKETING TODAY™



The Course

If you are a sales and marketing professional, and you would like to understand all aspects of marketing and sales and their impact on the market and company, in an integrated manner. This simulation creates a platform to discuss and understand corporate strategic issues, realities and imperatives.

This interactive seminar is a **marketing and sales simulation** where participants manage their own portfolio of brands and products and compete against other teams to gain household penetration and market share.

The participants will make **all strategic and operational** decisions following a realistic and relevant marketing process:

- consumer segmentation and targeting
- development of new products and brands
- planning and implementing the launch of new products, with decisions in all marketing aspects

During the simulation, participants are completely managing the budgets the financial process of the company, will analyze the impact of the marketing decisions on financial performance of the company.

Each team independently manages complete marketing cycles and analyses the brand and company business performance after each cycle by comparing their results with the other teams' results.

The methodology subscribes to adult based learning principles, the learning process is based on the active work of participants, facilitation of self-discovery and is competition-driven and emphasizes efficient teamwork.

This facilitates the process of transferring the learning back to reality, which enhances the learning process.

Strategic Marketing

Better understanding of the strategic marketing component – segmentation and targeting as a basis for the marketing decisions.

Better understanding of new product development process, with complete coordination of all marketing mix activities

Integrated and complete picture of the marketing process

Better understanding of all marketing and sales decisions and activities and their impact on the overall performance of the organization.

Better understanding of market and finance key performance indicators

Finance

The workshop creates better financial understanding to manage the business. Non-financial managers often say that it helped them to demystify the financial aspects of the business which enables them to relate to the consequences of their decision making on the bottom line of the organization.

AGENDA

1. Cycle 1- First simulation stage with trainer support

Each team independently manages business cycles and analyses the business situation using banking real KPI's.

Each team decide on their own strategy and go through the business simulation process

- Collect debtors
- Pay creditors
- Buy market research
- Invest in product development
- Negotiate with the trade
- Prepare advertising plan
- Prepare consumer promotion plan
- Marketing decisions per brand
- Order and receive product from supply chain
- Field visits to the market
- Product delivery to the trade
- Pay creditors
- Adjust scale of operations
- Pay expenses
- Show depreciation
- Update loans
- Complete accounts and pay tax
- Pay dividends
- Report results to the top management

The participants go through each step of the business simulation and correlate their decisions with the key performance indicators from the current reality of their company

- Market share
- % market penetration (number of consumers that use the product at least once)
- Marketing efficiency (advertising impact compared to the money invested in marketing)
- Sales target
- Market place (position compared to competition)
- Number of households the product is used in

- Frequency of purchase (consumption increase)
- Weight of purchase (volume consumption)

Results of the first simulation cycle

Each team present their results (budget vs achieved) to the entire group and answer potential questions. The group represents the top management.

- Results and variance analysis
- Feedback and conclusion
- Plan the next simulation cycle

The participants continue the simulation with the next cycles.

All teams go through the same business process as the one from Year 1, while designing their own strategies and making different decisions, without trainers' support.

Course details

Minimum 16, maximum 20 participants in a group.

Period: 3 days, from 9:00 to 17:00

Trainers: Georgeta Dendrino, Stefan Palarie