



World of Trade is a 3-day intensive learning program built on a simulation platform, specifically designed for consumer-facing industries. The program immerses participants in a dynamic business environment where they manage virtual companies, make strategic decisions, engage in negotiations, and instantly evaluate the impact of their actions.

LEARNING CONCEPT

Each course includes **20–30 participants**, divided into **5 teams**. Within the simulation, participants take control of **2 retail** and **3 manufacturing companies**, managing them across a virtual timespan of **1.5 years**.

Over the course of three days, teams **compete and collaborate** to maximize market share and improve the profitability of their businesses. They analyze performance reports, develop strategies, negotiate deals, and make critical business decisions — all in a fully digital environment.

World of Trade is a highly interactive experience that replicates the complexities of real-world FMCG and retail markets. Success relies not only on internal strategy but also on **cooperation between Manufacturer and Retailer teams**, highlighting the importance of partnership in value creation.

The simulation mirrors the **real dynamics of consumer-facing industries**, allowing participants to test decisions safely and understand their consequences in a risk-free environment.

After each six-month simulated period, teams receive **structured feedback** on their performance — including strategy effectiveness, negotiation outcomes, and overall business results.

To enhance the learning experience, the program is supported by **lectures and coaching** from experienced industry professionals who act as facilitators throughout the course.

KEY LEARNING OBJECTIVES:

Total Business Management

Managing company resources to reach market goals; team management; total overview of company operation

Strategic Management

Creating and implementing company, market, product and customer strategies; retailer and manufacturer strategy and tactics

Category and Brand Management

Managing product portfolios from manufacturer and retailer perspectives; new product development and launch; PL management

Trade Partnership

Understanding the drivers in retailer-manufacturer relationships; establishing mutually beneficial trading partnership; negotiations

FMCG Marketing

Understanding consumer and shopper marketing; managing mind space and shelf space; understanding the impact of marketing strategy on overall company performance

Financial Management

Data analysis; budgeting and cash-flow management; monitoring the impact of decisions and strategies on company's profitability

KEY STRENGTHS OF THE PROGRAM

Learning by doing

The program is delivered in the format of an interactive business simulation, enabling participants to learn through real-time decision-making. People retain up to **80% of what they experience**, making this approach highly effective.

Comprehensive coverage

The simulation encompasses all key aspects of a modern consumer-facing business. Participants gain a **holistic understanding** of company operations — from strategy and finance to marketing, sales, and supply chain.

Industry relevance

Designed specifically for **retail and FMCG companies**, the program is grounded in **over 20 years of industry data and insights**, ensuring it reflects current market dynamics and challenges.

Expert facilitation

Each session is led by a team of **seasoned industry professionals** and **top business school professors** — offering participants the perfect blend of **commercial expertise and academic depth**.

PROGRAM OUTCOMES

Participants will walk away with:

- A comprehensive understanding of **total business management** and how all functions operate together
- A **full-picture view** of the consumer-facing business landscape, from retail to manufacturing
- Hands-on experience testing business decisions in simulation software, with **real-time feedback and performance analysis**
- The opportunity to step into the role of a **retailer or manufacturer**, gaining a deeper understanding of trade dynamics and partner perspectives
- A strategic perspective that goes beyond day-to-day operations, fostering **cross-functional thinking and collaboration**
- Improved **financial literacy** and data-driven decision-making capabilities, especially for negotiations and profitability analysis
- Personalized **coaching and expert feedback** from seasoned professionals and global industry facilitators
- Opportunities for **experience sharing and high-level networking** with peers from the FMCG and retail industries

TARGET AUDIENCE

World of Trade program is designed for mid and upper-level executives from consumer facing companies: Sales/Key Accounts /Modern Trade executives, Marketing and Trade Marketing, General Management, Finance and Operations (Supply Chain) managers.

WHO SHOULD ATTEND?

Middle to Senior Management, current or future business leaders, who are...

...working in a dedicated area (such as purchasing, marketing, sales or finance) and requiring a better understanding of their **actions' impact on the company's total operations**

... in need to **improve their overall business acumen** to take on a leading role in the business, to adopt **a strong consumer-centric and profit-building mindset**

...willing to discover and experience **the perspective of their business counterparts** (retailer or supplier) to improve the relationships with them

...looking for an opportunity **to test-drive business strategies in a risk-free environment** by monitoring the immediate impact on the company's financials

WORLD OF TRADE IN-HOUSE PROGRAM

World of Trade flexible format enables the tailoring of a course specifically to your needs. Facilitators can deliver specific lectures to address certain topics, with tailored agenda to meet these goals.

How corporate courses can be used:

- **Competency development - mini-MBA for executives**
World of Trade allows managers to understand company operations from the top as well as to see the perspectives of the manufacturer, the retailer and the consumer. A 360-degree view of the industry and holistic understanding of consumer-facing business.
- **Effective FMCG and Retail strategy management**
World of Trade covers the full FMCG strategy cycle: from analysing industry data, company's global strategy development and execution to monitoring its results and effectiveness immediately. Participants receive a comprehensive feedback after each decision they made and have a unique chance of testing different approaches in the virtual business environment without any risks.
- **Teambuilding and cross-department communication;**
Whilst participants often come from one discipline in one market, World of Trade also works well in cross-functional development, with delegates from different disciplines: sales, marketing, commercial or logistics. World of Trade programs work great as cross-department and teambuilding tool that brings managers from different parts of the business to work together and benefit from best practice exchange.
- **Partnership development (a joint program with 1-3 partner's companies: retailers/manufacturers/distributors)**
World of Trade in-house program can be turned into a joint program where you invite your trade partners to participate in the program. This approach is being successfully used in trade partnership development programs by many of our clients. Participants work together, compete and interact in the virtual business environment while improving the understanding of the real business, values and challenges of their trade partners in real life, which creates a solid platform for a successful partnership.