



PAKISTAN
ADVERTISERS
SOCIETY



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WORLD OF TRADE BUSINESS SIMULATION

18 - 20 NOVEMBER, 2024
KARACHI, PAKISTAN

STOREWARS
INTERNATIONAL

ABOUT WORLD OF TRADE



The leading business simulation and a collaborative learning program for FMCG suppliers and retailers

WOT is one of the world's most sophisticated total business simulations. Used by multiple leading FMCG manufacturers and retailers in over 40 countries, it provides a unique management development program that examines the interaction between suppliers and retailers.

The practice of business decision-making is relevant to every employee in today's fast-moving retail sector. There is a high premium placed on negotiating skills, the

ability to take decisions, and a clear understanding of the responsibility and consequences of the choices that are made.

WOT participants essentially run an FMCG business. While managing the firm, they develop an intuitive understanding of the business, its functional elements, and ways to achieve a strong profitable position by establishing win-win cooperation.



17-30

PARTICIPANTS

From one or different companies



5

TEAMS

2 retailers
3 manufacturers



2

MARKETS

Emerging
Developed



2

CATEGORIES

Food
Household goods

WHAT IS WORLD OF TRADE



Interactive business game

The World of Trade course will dive participants into intensive business management practices, virtual business reality, experience exchange with professionals from the leading FMCG companies, with coaching from industry tutors. The program is made in a format of business game which helps to get most of the learning process as people remember 80% of that they have experienced.

Competition and collaboration

Participants will make decisions for everything from production and finance to sales, marketing, and everything in between. At the end of the game we will identify 2 leading teams who could get the bigger market share and profit.

Experienced guidance

We invite industry professionals and global industry experts to facilitate the program. They will guide you throughout all stages of the game and provide a comprehensive face-to-face feedback and coaching.

WHAT WILL HAPPEN

- #1 We bring together professionals from the leading consumer-facing companies
- #2 Divide them into multifunctional teams
- #3 Each team will manage a virtual FMCG manufacturing or retail business
- #4 Teams will compete and cooperate in a virtual marketplace. Two winning teams will be identified at the end

PROGRAM STAGES

At the beginning participants are split into the teams of retailers and manufacturers. Each team gets its company's initial financial and market reports. The goal of each team is to identify the best strategy for their company to become a market leader. After each round of analysis, negotiations and decisions, the teams get the results and detailed feedback on what they did right or wrong. One program can fit 3 - 5 rounds.



LEARNING OBJECTIVES

- Strategies and tactics differentiation across channels
- In-depth understanding of trade partner business drivers
- Ability to design effective strategies for brand building
- Mastering store loyalty
- Analysis of supply chain inefficiencies & ways to eliminate them
- Insights on consumer behavior as a shopper
- Methods and tools to enhance profitability of marketing & sales activities

TAKE PART IN WORLD OF TRADE...

- ✓ Run your own multi-billion company
- ✓ Try yourself in a role of retailer or manufacturer
- ✓ Take key business decisions and test different strategic approaches in a risk-free environment
- ✓ Get an immediate result and a comprehensive analysis of your decisions from the industry professionals
- ✓ Experience a real-life negotiations between retailers and manufacturers

AGENDA

WORLD OF TRADE OPEN COURSE 18 - 20 NOVEMBER 2024, KARACHI, PAKISTAN

MONDAY November 18

**Welcome coffee /
Registration**

8.30 – 9.00

Introduction to Storewars

09:00 – 10:30

Teamwork: reports analysis

10:30 – 12:00

Lecture: Negotiation rules

12.00 – 12.30

LUNCH

12:30 – 13:30

Preparation for Negotiations

13:30 – 14:30

Negotiation sessions

14:30 - 18:00

Decision 1

18:00 – 19:00

TUESDAY November 19

Lecture

9:00 – 10:00

Feedback on Decision 1

10:00-10:30

Group Analysis of Markets.

Preparation for Negotiations

10:30-13:00

LUNCH

13:00-14:00

Negotiation sessions

14:00 – 17:30

Decision 2

17:30 – 18:30

WEDNESDAY November 20

Feedback on Decision 2

09:00 – 10:00

**Group Analysis of Markets,
Negotiations, Decision**

10:00 – 14:00

**LUNCH + Preparation for
Teams' Presentation**

14:00 – 15:00

Teams' Presentation

15:00 - 15:54

**Feedback on Decision3,
Winners Announcement and
Closing Session**

15:45 - 16:30

FACILITATOR



CONSTANTINE LOKTEV

Constantine Loktev is a distinguished expert in market analytics with over 20 years of experience in consulting for FMCG manufacturers and retailers. Specializing in consumer markets and retail, his extensive background in financial modeling is complemented by his pursuit of a doctoral degree, enhancing his analytical prowess in business dynamics.

As a faculty member at a premier business school, Constantine excels in teaching both practical skills and theoretical knowledge to budding business professionals. He holds certifications in business simulations, category management, presentation skills, and data analysis, showcasing his capacity to train and develop proficient leaders within the business sector.

A regular speaker at key industry conferences, Constantine shares cutting-edge retail strategies and market analysis techniques, establishing himself as a leader in retail consulting. Currently, he serves as the Executive Director of NielsenIQ, where he guides the company through intricate market scenarios with strategic, data-driven decisions.

Constantine Loktev's combination of practical leadership, academic involvement, and extensive industry expertise makes him a vital contributor to any business education program, aiming to equip participants with applicable knowledge and skills.

REGISTRATION FORM



COURSE: WOT Open program
DATES: 18-20 November, 2024
LOCATION: Karachi, Pakistan

PROGRAM INCLUDES:
 Participation in WOT business simulation
 Hand-out materials and certificate
 Conference package at hotel
 Pre-work (e-learning and webinar)

PARTICIPANTS FEE:

Standard Price: USD 1,500.		
Participants	PAS Members	Non-Members
1 - 3	US\$ 1,300	US\$ 1,400
4 - 6	US\$ 1,200	US\$ 1,300
6+	US\$ 1,100	US\$ 1,200

**Price Excludes WHT/Sales Tax.

PARTICIPANTS TO REGISTER: _____ people

Company Name		Contact Name (if not a delegate)	
Address		Email address	
PO (if needed)		Telephone	
VAT (if any)			
Delegate Name, Current position, E-mail address			
Delegate Name, Current position, E-mail address			
Delegate Name, Current position, E-mail address			

*Due to intensity and level of the course, places on each course are limited to 32.

PAS/WOT CANCELLATION POLICY

- 4 week prior to the course cancellation fee is equivalent 30% of the training cost
- 2 week prior to the course cancellation fee is equivalent 50% of the training cost
- 1 week prior to the course or later cancellation fee is equivalent 100% of the training cost

AUTHORIZED (STAMPED) AND SIGNED BY

DATE

This form can be scanned and emailed to secretariat@pas.org.pk. If you have any questions or queries regarding the course, its content or relevance to your business and for questions regarding corporate courses, retailer sponsored programs or terms and conditions for multiple delegates please contact Samreen Bashir at samreen@pas.org.pk and +92 332 3624 965.