

Does your category manager or buyer have an official “driver’s licence”?



**Rolls Royce
Phantom**

X 6300 =

annual turnover in the
drinks category at one
of the largest retailers
in Russia

Mania Business Simulations presents



CatMania[®]

World's first and only **category management** business simulation and education solution

How do specialist and managers learn to drive your business?



82%

Self-taught via trial and error

15%

Courses and trainings

* According to 2014 ECR Europe research

Business simulation education – deep knowledge and practical application over a short period of time



BUSINESS SIMULATION FEATURES:

- Practical application
- Full involvement
- Mistakes don't cost anything
- See the simulated results over a period of three years

After passing the course you will become fully proficient in category management



- Combine category roles to the maximum effect
- Apply strategies and tactics (4P) for category growth
- Able to understand the shoppers' needs and implement accordingly
- Understand how category captain can benefit or impede your business
- Know the specifics and limitations of category management

2,5 days of non-stop practice



Day 1	
Old experience	Business case <ul style="list-style-type: none">• Preparation• Negotiations• Decisions
	Questionnaire Lecture

Day 2	
Reflection	Questionnaire
	Trainer's feedback
New experience	Business case <ul style="list-style-type: none">• Preparation• Negotiations• Decisions
	Lecture

Day 3	
Reflection	Self-assessment and analysis
	Lecture
От кейса к действиям	Business case <ul style="list-style-type: none">• Preparation• Negotiations• Decisions
	Lecture Trainer's feedback Commitments

World of Business Simulations opens up endless possibilities for practice



4 teams:

- 2 retailers
- 2 manufacturers

KPIs:

- Turnover growth LFL
- Profit growth LFL
- Collaboration

Market representing from 2 to 3 categories

20 000 individual shoppers

Our superstar trainers



Our trainers are highly experienced and most sought-after professionals of category management in Russia and abroad



Olga Savushkina



Mark Taylor



Lyubov Kelhakh

Our programs were highly appreciated by employees of the following companies



Корпоративный:

- **12-18** участников
- Сотрудники одной компании
- Дата заказчика

Совместный:

- **12-18** участников
- Ритейлеры и Поставщики
- Дата заказчика

Открытый:

- От **одного** участника
- Ритейлеры и Поставщики