

**ECR** in association with  
**Mania Business Simulations** presents



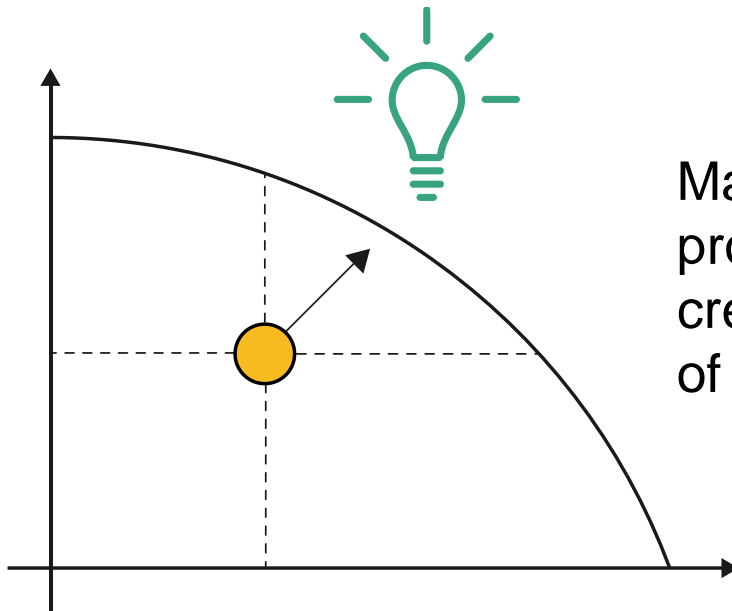
ECR National Initiatives selected  
Mar-Pro as a focus activity for  
Europe for the next 5 years



**Mar-Pro**<sup>®</sup>

**COLLABORATIVE  
EDUCATION SOLUTION FOR FMCG RETAIL**

# What is Mar-Pro?




Mar-Pro is a 2,5 days business education program for FMCG retail focusing on the creation of added value and the change of attitude.

At the core of the program is the most sophisticated business simulation world representing life-like market conditions, shoppers and their behavior, competitors and other driving forces of the FMCG industry.

**Mar-Pro** is the best FMCG  
business simulation in the world



I ranked this program as No. 1  
in my entire career including Tesco and Metro 

**Jun Yang**  
Customer-led Category Manager,  
Metro AG Mar-Pro participant

## The creator of Mar-Pro



**Marcel Corstjens** – professor of marketing at INSEAD Business School, board member of leading European retailers, researcher, author and consultant



## Key Mar-Pro learnings

At the end of the seminar each participant will:



1.

Get the **experience on both sides** of the “trading table”



2.

Learn to use the tools for **added value creation**  
(5 tools of Win-Win)



3.

**Change their attitude** towards creating win-win relationships with their trading partners



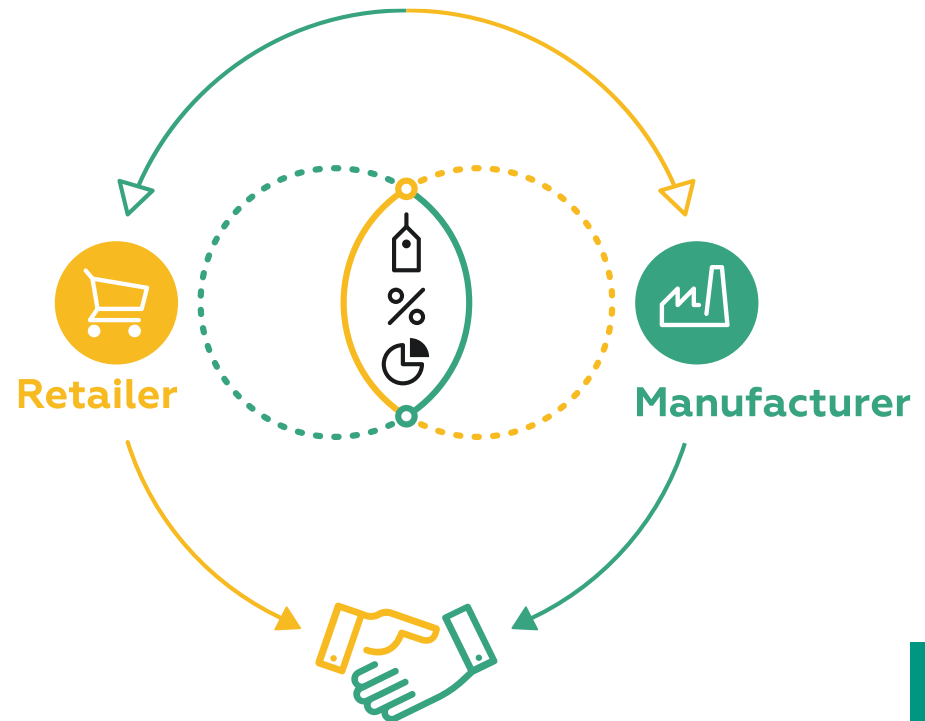
## Key Learning One: Experience both sides



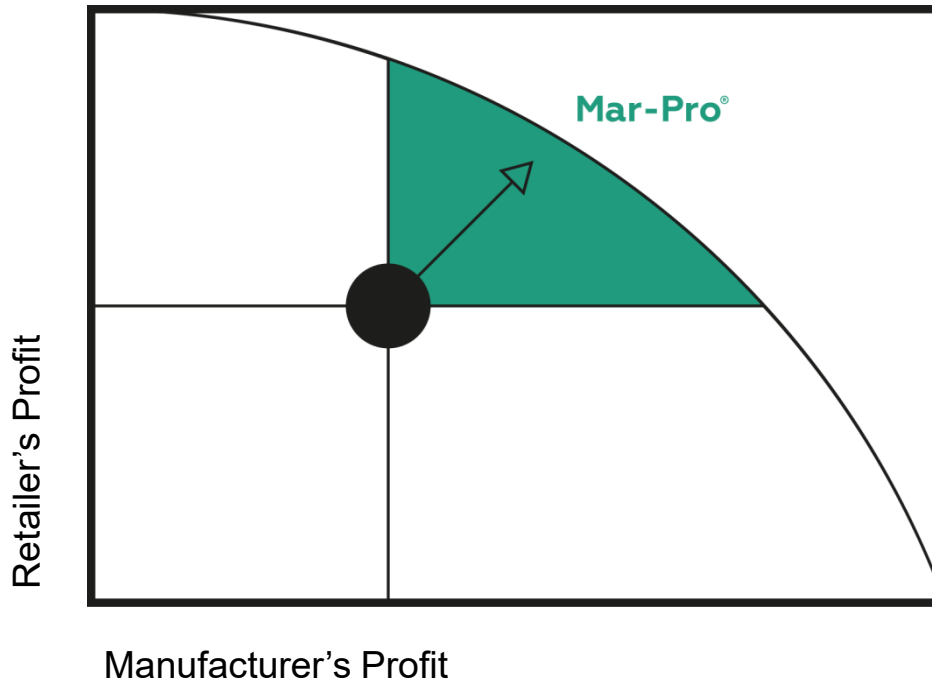
**Unique opportunity** to experience both sides, see the world through your trade partner's eyes and work to create the win-win-win relationships

### Areas of negotiation:

- pricing
- promo
- trade marketing
- range
- shelf space
- loyalty systems



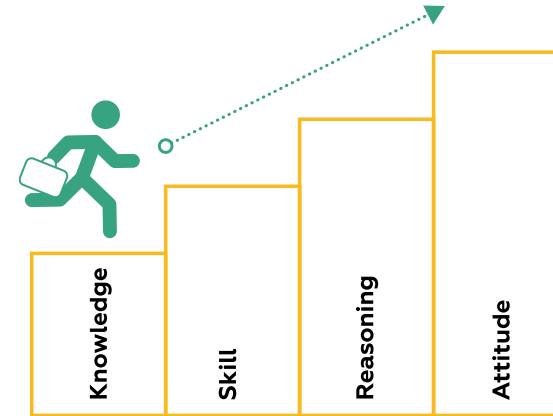
# Key Learning Two: Create added value



Learn to create added value for both businesses based on differences


Using 5 tools of WIN-WIN

# Key Learning Three: Change the attitude



Mar-Pro inspires every participant to change their attitude and to use the new knowledge and skills to focus on creating added value together with their trading partners.



It is important for understanding the economics of both retailer and manufacturer and finding the new “growth points” where you are able to benefit from external or hidden resources, not by squeezing the benefits from each other 

**Egor Shumilin**  
Buying Director X5 Retail Group

Mar-Pro is **built to deliver** the Key Learnings



**2 Parallel markets**



2 retailers

**4 Teams**

on each market  
(3 members each)



2 manufacturers

**24**  
PEOPLE

**KPIs:**



GROWTH LFL

TURNOVER  
PROFIT

Weight  
**70%**



COOPERATION

WIN-WIN  
PROFESSIONALISM

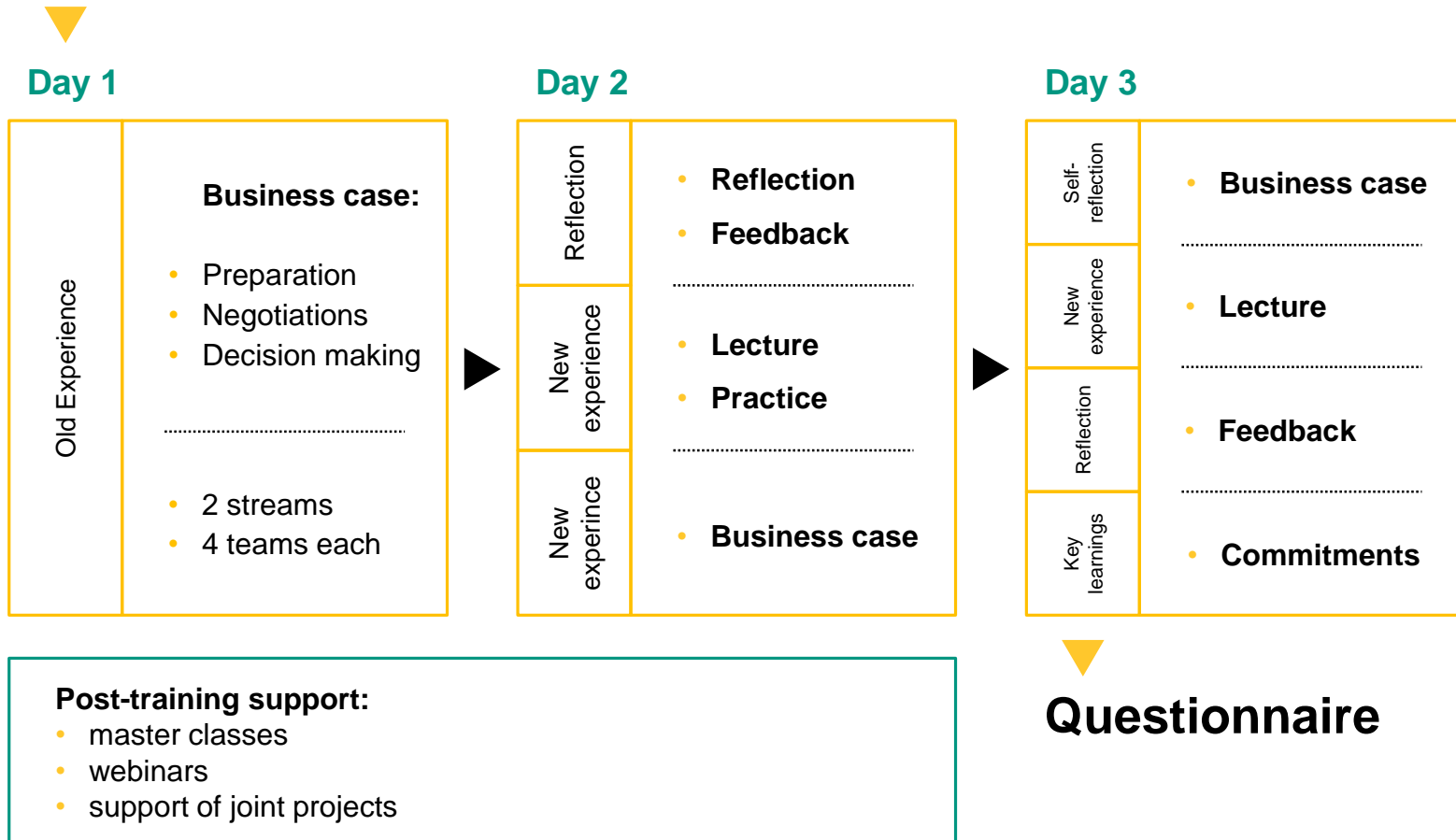
Weight  
**30%**



Mar-Pro delivers key learnings and pushes for **results in real life** to improve ROI



- **Interview**
- **Questionnaire**



# The available **formats** of the program



## IN-HOUSE

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- 16-24 participants
- Employees of one company

## COLLABORATIVE

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- 16-24 participants
- Retailers and Manufacturers

Mar-Pro seminar were highly appreciated by the employees of the following companies

