

ECR in association with
Mania Business Simulations presents



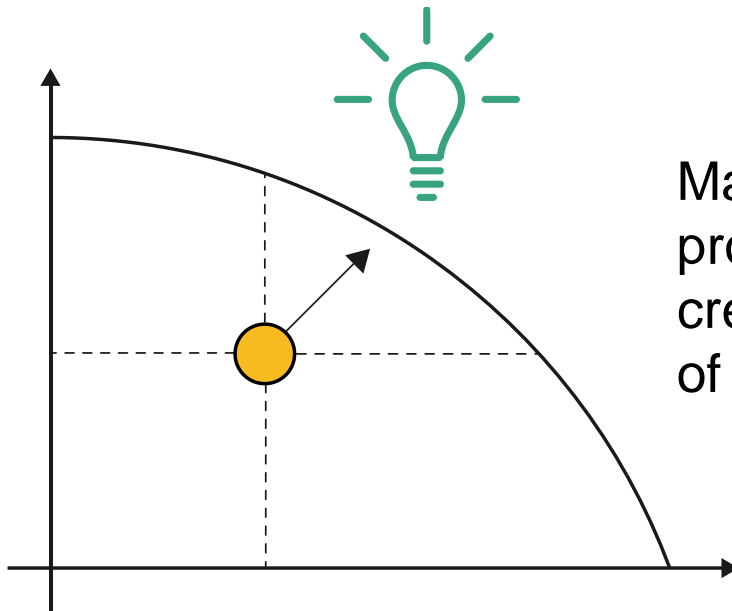
ECR National Initiatives selected
Mar-Pro as a focus activity for
Europe for the next 5 years



Mar-Pro[®]

**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



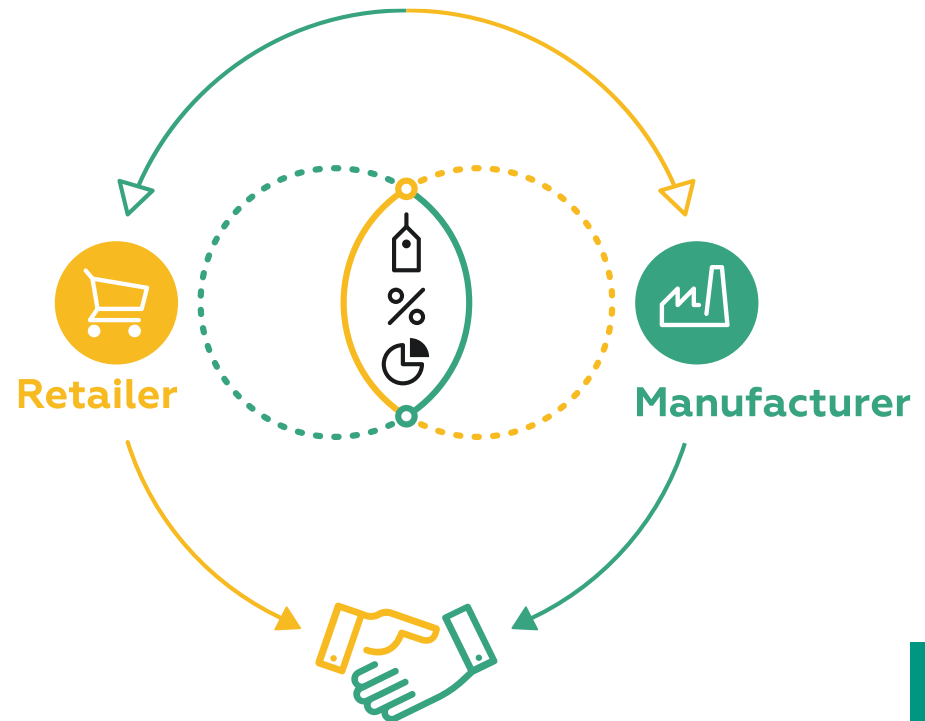
Key Learning One: Experience both sides



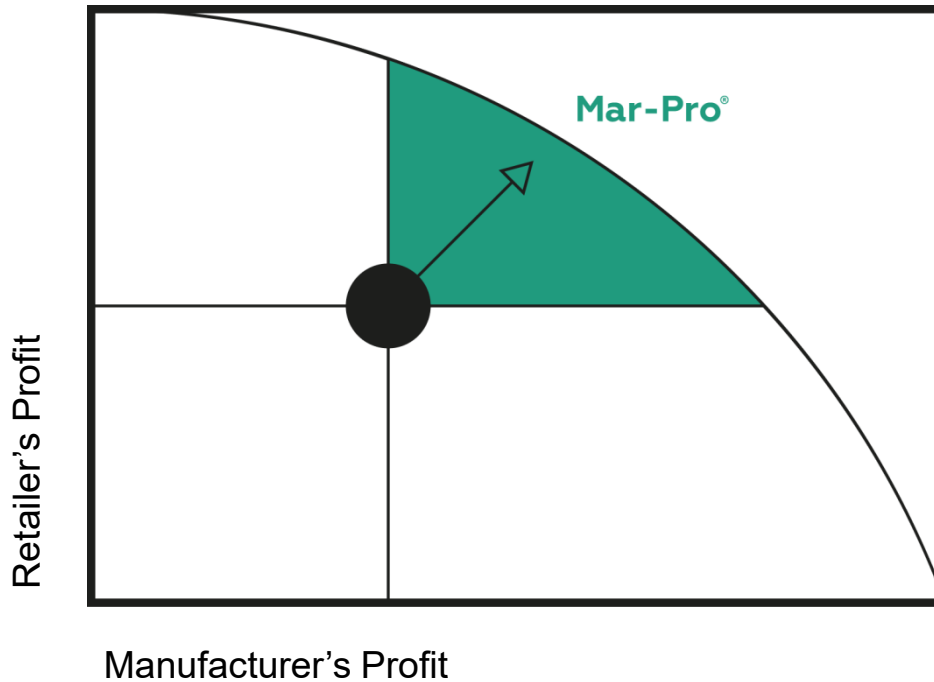
Unique opportunity to experience both sides, see the world through your trade partner's eyes and work to create the win-win-win relationships

Areas of negotiation:

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



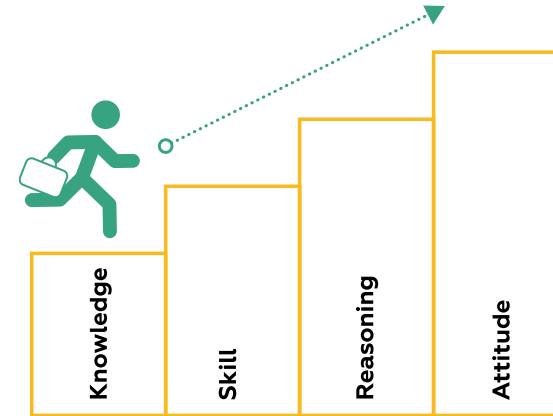
Key Learning Two: Create added value



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

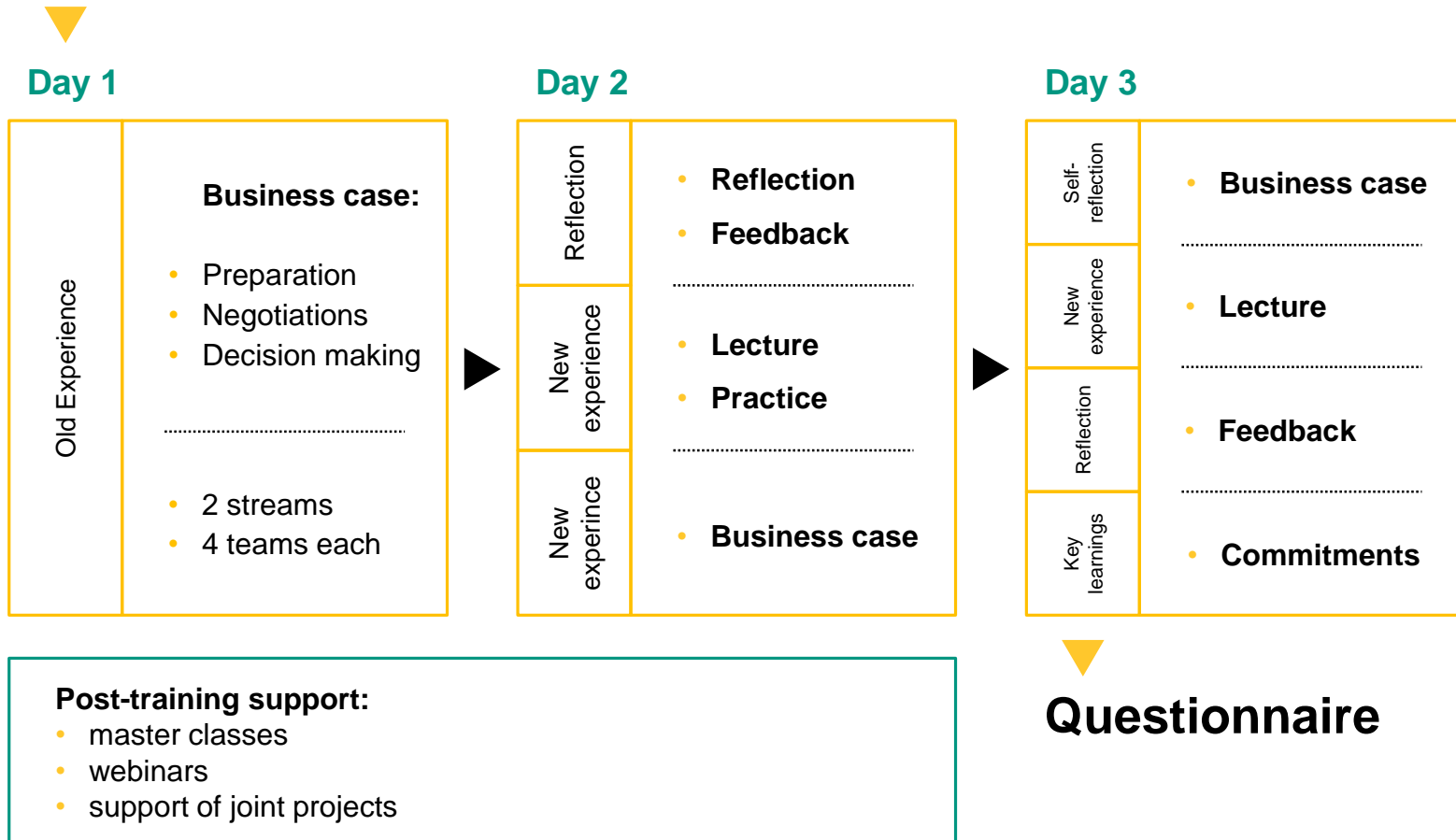
WIN-WIN
PROFESSIONALISM

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

- 16-24 participants
- Employees of one company

COLLABORATIVE

- 16-24 participants
- Retailers and Manufacturers

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

