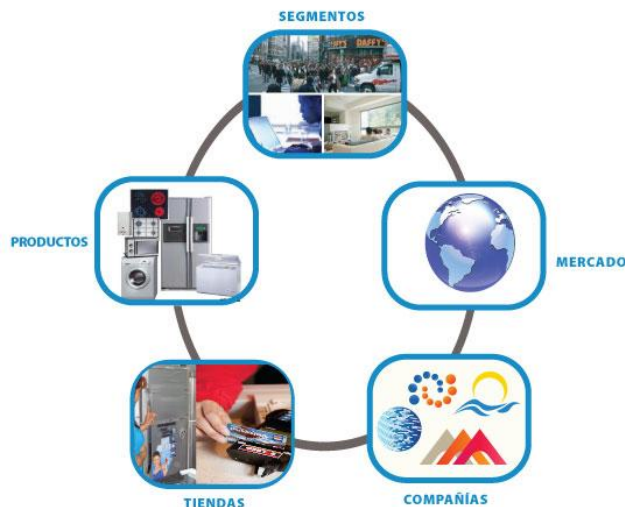




Area: Production
Level: 2,3,4
Modality: Competitive Team
 Individual Competitive
Time: 16 to 32 hours

Subject:
 Economic-Financial Management
 Product Marketing
 Operation Management
 Human Resources Management

GlobalRetail recreates the competitive scenario of five competing stores selling household items. All of them start the simulation at the same competitive point. The company is developing in a country with 10 regions and 24 cities. The simulator focuses its performance on the establishment of the product range, the organisation of the selling point, the establishment of the sales team, the brand and customer's management. The simulator considers five segments of demand. Sales in the sales point can be complemented with the development of the internet channel.



Participants will have to make decisions related to:

- **Chain expansion:** strategy and growth criteria.
- **Product range:** establishment of the product range and its depth.
- **Merchandising:** organisation of the sales point.
- **Brand:** brand image and investment attributes.
- **Prices:** margin level/prices by product category and promotions.
- **Sales team:** staff profile and staff training.
- **Market research:** purchase of reports
- **Customer management:** service quality model and payment options.
- **Growth funding.**

In addition, users will work on activities related to human resources management and quality management.