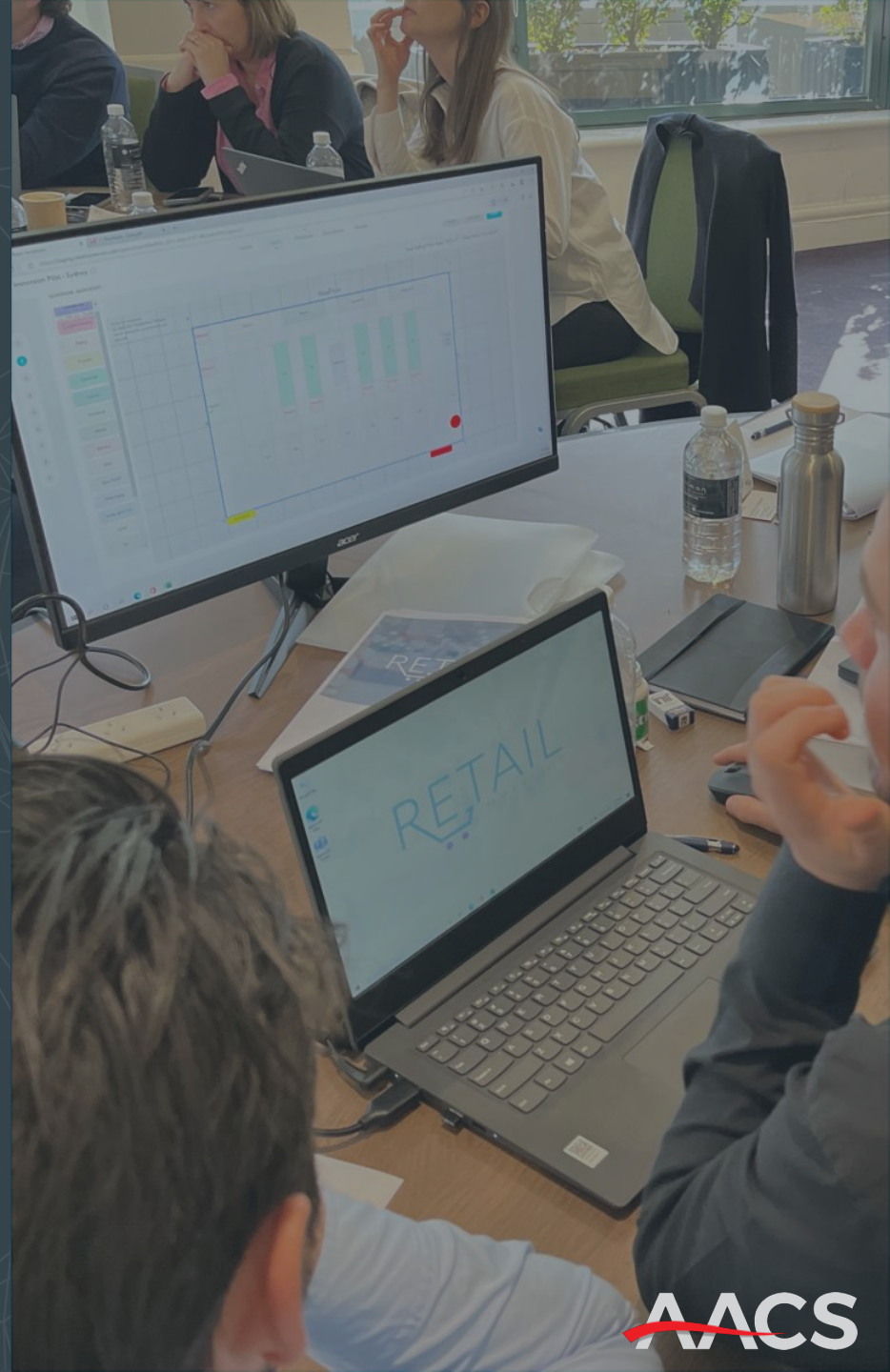


RETAIL IMMERSION

FOR

AACS
AUSTRALIAN ASSOCIATION
OF CONVENIENCE STORES

An immersive and practical learning experience where participants learn, through first-hand experience, how to manage a retail business in a simulated, real-time marketplace.





Participants take responsibility for the management and operation of a simulated retail business with the objective of becoming the most successful retailer in the marketplace.

How does it work?

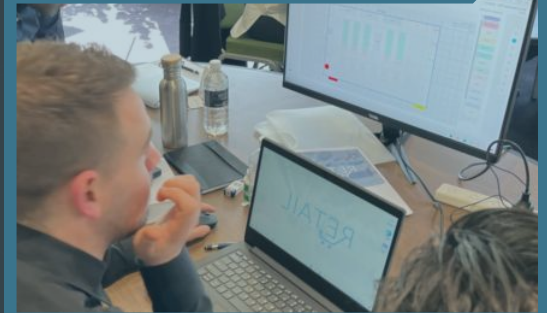
Participants form part of team



Each team represents a convenience retail business



Each business sets its strategy



Participants take part in offline theory and online exercises



Theoretical modules arm participants with context and methodologies

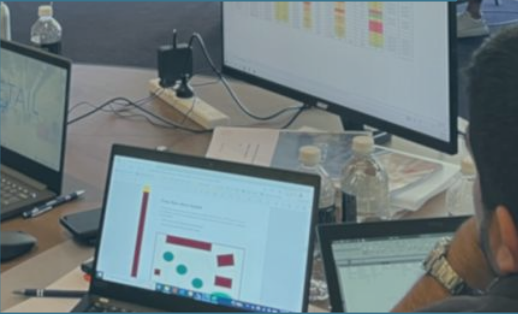


Teaching them key retail principals



How does it work?

Exercises aid practical application of retail principals with participants 'doing'



Using market data and insights to make strategic decisions



And live data to support problem-solving in real time

Market Average Unit Sell Price	Unit Cost Price	New Retail Price
4.60	2.99	4.35
4.25	2.76	3.99
3.00	1.92	2.85

All outcomes are reflected in a live P&L

Total Income	1,335,451.72	28.42%
Total Expense	1,061,057.56	22.58%
EBIT	274,394.16	5.84%
Tax	60,366.71	1.28%
NOPAT	214,027.44	4.55%
NI	214,027.44	4.55%

Leading to an understanding of the cause and effect of decisions



All in the pursuit of executing against their convenience retail strategy





Theories and exercises covered throughout

Strategy

Range & Assortment

External Influencers

Store Design

Pricing

eCommerce

Merchandising

Promotions

Vendor Management

All linking to a live P&L to demonstrate the cause and effect of decisions during the program



**“The program was
engaging, challenging and
helped us develop a
strategic mindset”**

Senior Exec, Retail Operations

Learning outcomes

Acting as retailers operating in real time, delegates gain first-hand insight and understanding of the importance of retail strategy to:

Compete in market as a convenience retailer

Effectively execute a convenience retail strategy

Think and act competitively as a convenience retailer

Through managing their own retail business, participants develop a deeper understanding of:

Retailer value chains and financial levers

Commercial and financial implications of business decisions

How business strategy cascades through all aspects of category management

For Suppliers

Strengthen partnerships with a deeper understanding of your customers and close the knowledge gap to gain a strategic advantage over your competition.

Equip your team with the knowledge and skills necessary to excel in the competitive retail industry.



Benefits to your business

Capability enhancement

- ↳ Develop a strategic awareness of cause and effect in the retail environment on commercial outcomes
- ↳ Gain a broader perspective of your customers day-to-day operations, understanding shopper needs and purchase behaviour
- ↳ Understand the impact of deploying various commercial levers in a simulated retail environment
- ↳ Understand the end-to-end category process within retail and the financial implications of decisions

Leading to...

- ↳ Accelerated commercial acumen and customer understanding
- ↳ Increased productivity and adaptability

Business performance

- ↳ Make effective decisions to drive better value as a supplier
- ↳ Design win-win plans for stronger, more collaborative relationships with customers
- ↳ Influence retailer behaviour to further your joint commercial interests

Leading to...

- ↳ Enhanced sales revenue
- ↳ Improved customer relationships
- ↳ Strengthened real-time decision making
- ↳ Improved profitability



A facilitated learning approach

Facilitated by experienced professionals with expertise in multiple sales channels creating tailored learning experiences by combining perspectives from suppliers, wholesalers and retailers.

Each module is focused on situational real-time learning. Delegates navigate tasks and specific business challenges strategically developed to reflect the market. Facilitators support each team through a hands-on approach to ensure learning is applied through 'doing'.

What participants are saying

"Retail Immersion was a game-changer for our team. The simulation provided us with a real-world experience and helped us understand the complexities of the retail business. The program was well-structured, and the theory behind each module provided us with valuable insights into the impact of our decisions on the profitability of our virtual store."

"Such an awesome incredible learning experience. If you have the opportunity, I couldn't recommend this highly enough 🙏"

"Retail Immersion is a must-do program for anyone in the retail industry. The simulation provides a realistic experience that prepares you for the challenges of the real world. The theoretical modules were also very informative and helped us understand the broader impact of our decisions."

"The program was well-organised, and the facilitators were knowledgeable and engaging. The simulation was a great way to apply the theoretical concepts we learned in a practical setting. The program has definitely helped me develop a strategic mindset and better understand the impact of my decisions on the profitability of the business."



Upcoming open programmes

Melbourne

22nd – 23rd May

Sydney

23rd – 24th July

Book Melbourne:



Book Sydney:



Fee structure

The Retail Immersion simulation costs are based on single participants and/or teams attending the complete 2-day programme.

- ✎ Retail Immersion single participant \$1,790 (ex GST)
- ✎ Retail Immersion team (4-5 participants) \$7,160 (ex GST)
- ✎ Minimum of 16 participants per programme (4 teams of 4 people)

Company specific programmes are available, quotes provided upon request

Costs for participants are inclusive of the following:

- ✎ Delegate materials, venue and catering, other support materials
- ✎ Facilitator costs including associated travel expenses
- ✎ Bookings can be made online via our payment portal, or, invoices will be raised directly with members for payment prior to attendance



THANK YOU