cesim Retail

# Retail Store Management Simulation

## Cesim Retail puts the participants in charge of a store or a franchise with multiple stores in a seasonal environment.

**FOCUS**
Retail industry, store management, retail marketing, consumer behavior.

**USED IN**
Various marketing courses, retail management courses, franchise operations courses.

**CASE SCENARIO**
The default case is based on running a single convenience store or a multi-store franchise in different demographic areas. Each simulation round corresponds to one quarter of a year and seasonality is an important decision-making factor.

**PARTICIPANT TASKS**
In competition with other teams, participants manage procurement and inventory, pricing, advertising, and promotion campaigns across different product categories. In addition, the simulation includes modules for operational and strategic decisions such as store layout, operating hours, staffing, loyalty programs, store remodeling, new store locations, and cash flow management.

**KEY LEARNING AREAS**
During the rounds participants experience how consumer preferences and competitor actions influence pricing and profitability, interlinks between procurement, inventory levels, and cash flow management, utilization of permanent and temporary staff in seasonal variations, store layout and store remodeling impact to sales, and capital appraisal for new store locations.

**KEY SUCCESS FACTORS**
The essence of the Cesim Retail simulation is to mirror the operations of a typical retail store or franchise, tie together multiple business concepts and allow for a successful execution of alternative strategies. The simulation is designed to reward those who can best identify underlying trends, analyze competition, and successfully formulate a winning strategy. Success of the teams is presented with multiple industry-specific indicators, customer reports, operational reports, and financial reports.

**EXPECTED OUTCOME**
Participants develop capabilities in formulating, implementing, and adapting business strategies and decisions in a competitive environment.

In addition, they will enhance their fact-based decision-making skills and improve their financial knowledge through linking operational decisions to cash flows and bottom line performance.

The simulation exercise also gives practical experiences in team-work and problem solving, and excites competitive spirits in a dynamically evolving marketplace.

**ADAPTABILITY**
The simulation offers powerful user-level customizability and modularity options that allow it to be adjusted for different target groups and experience levels. In addition, the system permits the instructors to create and modify their own cases with personalized market outlooks and storyline.

**AVAILABLE LANGUAGES**
English, French, Simplified Chinese, Finnish.

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# cesim Practice makes profit

**All Cesim Business Simulations are built on an easy-to-use, scalable and highly automated online platform that allows instructors to run their courses on any web browser from anywhere, anytime.**

## cesim Global Challenge

Cesim Global Challenge improves the learners' understanding and capabilities of running global business operations of a firm in a dynamic, competitive environment.

## cesim Service

Cesim Service is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.

## cesim Project

Cesim Project has been designed to capture the essence of project management in a collaborative and competitive environment.

## cesim Firm

Cesim Firm is a product based business simulation that integrates the functional areas of production, marketing and logistics.

## cesim Marketing

Cesim Marketing develops the understanding and command of the whole marketing decision-making process.

## cesim Hospitality

Cesim Hospitality is an interactive and fun learning environment that improves the participants' business competencies and employability.

## cesim Bank

Cesim Bank facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.

## cesim Power

Cesim Power is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.

## cesim Connect

Cesim Connect is a telecom simulation where teams manage mobile, broadband, and entertainment services for residential and corporate clients.

## cesim Retail

Cesim Retail puts participants in charge of a store or a franchise with multiple stores in a seasonal environment.

## cesim Dealership

Cesim Dealership provides an immersive learning experience in dealership operations, including new and pre-owned products, and after-sales services.

## cesim Invest

Cesim Invest is a simulation focused on fund management, ESG integration, and strategic investment decisions in diversified portfolios.

## cesim Stocks

Cesim Stocks is a simulation that teaches the fundamentals of investing through the management of stocks and bonds in a dynamic market.

## Custom Business Simulations

**When you need a Business Simulation tailored specifically to the needs of your course or training. Examples: Steel, Packaging, Real Estate Management, Public Broadcasting, Contract Manufacturing.**