



Retail Store Management Simulation Game

Cesim Retail is a highly versatile simulation that can be repurposed for different target groups in the retail environment. It 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.



FEATURES

Teams manage a retail business in competition against other teams. The simulation can be set up to include only one store or multiple stores in different demographic areas. Each simulation round corresponds to one quarter of a year and seasonality is an important decision-making factor.



PARTICIPANT TASKS

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



The Most Intuitive Business Simulations

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 a web browser from anywhere, anytime.

Business, Strategy and Management Simulations

When you would like to increase participant engagement and hands-on business learning in your course.



Cesim Global Challenge has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment.



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



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



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



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

Industry Specific Simulations

When your course or training requires the setting of a particular industry.



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



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



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



Cesim Retail includes strategic and tactical pricing decisions, promotion campaigns, procurement and inventory management, store layout, operating hours, staffing, and cash flow management. Participants are in charge of one store or a franchise with multiple stores in a seasonal environment.



Cesim Connect is a telecom operator simulation where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers.

Custom Business Simulations

When you need a simulation tailored specifically to the needs of your course or training.

Examples: Steel, Packaging, Real Estate Management, Public Broadcasting, and Contract Manufacturing.