

## **DESCRIPTION & LEARNING OBJECTIVES**

“Retail” is an interactive on-line simulation game that requires you to take up role of an Area Sales Manager of a FMCG company. You will have to take decisions on appropriate stocking and optimize margins of the product-mix, optimize incentives and ensure MOQ; all the while keeping an eye on the competition.

The mechanics of playing the game are very simple. The participants in the game are provided with information about various product SKUs. Information provides product name, its weight, store formats it is sold, retailer margin, distributor cost per unit, value of carton, units per carton and distributor margin. The participants take decisions of stocking product SKUs at various store formats, assigning distributor margin and deciding incentive schemes for Retailer, Distributor and Salesperson. The firms are measured on combination of factors such as Retailer Margin (higher the better), Distributor Margin (lesser the better), Retailer Trade Incentive (lesser the better), Distributor Trade Incentive (lesser the better), Salesperson Incentive (higher the better), Market Share (higher the better) and Cumulative Profits (higher the better).

## DESCRIPTION OF GAME DECISIONS

### Distributors

The page requires your decision of distributor margin for every product SKU. Other information provided on the page is Distributor Cost per Unit, Value of Carton and Units per Carton.

The screenshot shows the 'Retailers' game interface. The top navigation bar includes 'LEARNBIZ', 'Home', 'My Account', and 'Log Out [Aakash]'. The main header features the word 'Retailers' in large letters, with 'Retail' and 'Distributors' also visible. A sidebar on the left contains navigation options: About, New Game, Products, Distributors (selected), Incentives, Stocking Retailers, Analysis, Go To Next Round, and Play in Multiplayer Tournament!. The main content area displays a table titled 'Distributors' with the following data:

SKU Name	DCP	Units per Carton	Cost of Carton	Retailer Billed Price
ALPHA 50	10	100	1000	5 % markup on DCP
ALPHA 100	18	50	900	7 % markup on DCP
BETA 50	8	50	400	5 % markup on DCP

## Incentives

The page requires your decision of incentive schemes for each of Retailer, Distributor and Salesperson. The decisions will be different for type of retail format as well turnover. You would be able to take Incentives decisions only from Round 3 onwards.

The screenshot shows the 'Incentives' page in the LEARNBIZ simulation. The page features a navigation menu on the left with options like 'About', 'New Game', 'Products', 'Distributors', 'Incentives', 'Stocking Retailers', 'Analysis', 'Go To Next Round', and 'Play in Multiplayer Tournament!'. The main content area displays a table of incentive schemes for different retailer formats and sales turnover levels.


Retailer Format	Retailer Sales Turnover (monthly)	Min monthly order qty expected	Retailer Trade Incentives (only if MOQ is met)	Distributor Trade Incentives (only if MOQ is met)	Sales Incentives
GS	₹ 90,000-200,000	5 carton each of focus SKU, and any one other SKU	1 % extra if monthly invoice value is more than ₹ 0.75 lac	1 % extra if monthly invoice value is more than ₹ 0.75 lac	₹ 2 per carton beyond 50 cartons
		10 carton each of focus SKU, and any	1 % extra if monthly invoice value is	1 % extra if monthly invoice value is	₹ 3




## Stocking Retailers

The page requires your decisions of stocking cartons of each product SKU at each of the retailer. The detail of store-type as well expected turnover is provided. Also, provided is outstanding inventory with the retailer. Inventory carrying cost would be calculated as 20% of stocks remaining unsold with various retailers.

LEARNBIZ
Home My Account Log Out [Aakash]

Retail

**Retail**  
DISTRIBUTORS STOCKING SALESPEOPLE INCENTIVES


- About
- New Game
- Products
- Distributors
- Incentives
- Stocking Retailers
- Analysis
- Go To Next Round
- Play in Multiplayer Tournament!

### Stocking Retailers

While Stocking Retailers please remember that : Opening Stocks + Receipts = Sales + Closing Stocks  
 5 Focus SKU constitute 75% of sales equally divided; remaining SKU take-up remaining sales equally [for MS it is 75.25 for Alpha 100 : Alpha 50]  
 Consumers cannot move between retailers  
 Competition - 3 Companies

RETAILER NAME	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10
RETAIL FORMAT	GS	GS	GS	GS	GS	MS	MS	MS	MS	MT
MONTHLY TURNOVER	0.90	1.50	3.00	0.30	2.25	0.60	0.48	1.11	1.41	7.20
ALPHA 50 CLOSING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

## DESCRIPTION OF GAME SCREENS

The screen description is intended to give you a preview of what's in store for you in the game. It is critical to clearly understand the screens here although there is no replacement of in-game practice.

### Products

The page provides you with name of each product SKU, its category, weight, store formats it is sold, retailer margin and whether the product SKU is a focus SKU or not. Stocking focus SKUs is an important consideration while awarding Retailer Trade Incentive as well as Distributor Trade Incentive.

SKU Name	Product Category	Weight	Retail Formats	Retailer Margin	Focus
ALPHA 50	Toilet Soap	50 gm	General Store (GS)	10%	N
			Chemist (MS)	10%	
			Modern Trade (MT)	15%	
			Pan Kiosk (PS)	7%	
ALPHA 100	Toilet Soap	100 gm	General Store (GS)	10%	Y
			Chemist (MS)	10%	
			Modern Trade (MT)	15%	

## View Competition

The page helps you in analyzing stocking situation and incentives of any participant over any round.

LEARNBIZ
Home My Account Log Out [Aakash]

Retail

Retailers

Retail

- About
- New Game
- Products
- Distributors
- Incentives
- Stocking Retailers
- View Competition
- Standings
- Analysis

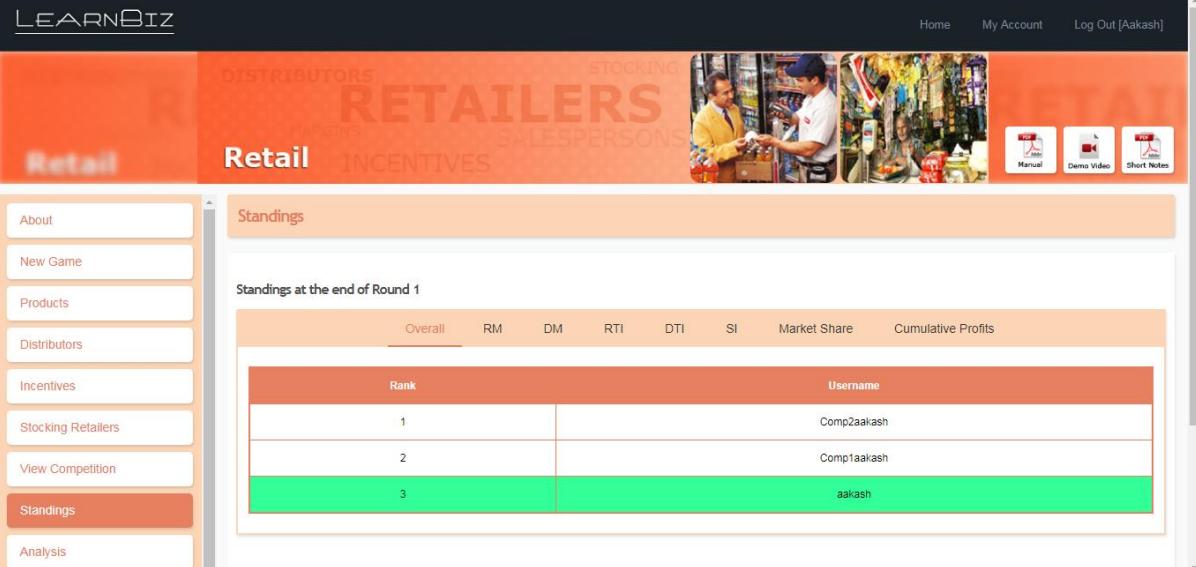
### View Competition

Select Player: aakash | Select Round: Round 1

RE		R1	R2	R3	R4	R5	R6	R7	R8	R9	R10
RETAIL FORMAT		G\$	G\$	G\$	G\$	G\$	MS	MS	MS	MS	MT
MONTHLY TURNOVER		0.90	1.50	3.00	0.30	2.25	0.60	0.48	1.11	1.41	7.20
ALPHA 50	CLOSING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	NEW	0	0	0	0	0	0	0	0	0	0
ALPHA 100	CLOSING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	NEW	0	0	0	0	0	0	0	0	0	0

## Standings

The Standings page will display all the participants in descending order of overall rank. One can also see rankings across each parameter, i.e. Retailer Margin (higher the better), Distributor Margin (lesser the better), Retailer Trade Incentive (lesser the better), Distributor Trade Incentive (lesser the better), Salesperson Incentive (higher the better), Market Share (higher the better) and Cumulative Profits (higher the better).



The screenshot shows the 'Standings' page for the 'Retail' simulation. The page title is 'Standings' and it displays the results for 'Standings at the end of Round 1'. The table below shows the ranking of participants based on their overall performance.

Rank	Username
1	Comp2aakash
2	Comp1aakash
3	aakash