

## STOREWARS PROGRAM – POSSIBLE TIMETABLE

Day 1		
3.00 pm	Arrival, registration and coffee	
3.30 pm	Introductions Program Objectives	Plenary
4.00 pm	Introduction to Storewars simulation	Plenary
6.00 pm	<i>Dinner break</i>	
8.00 pm	Understanding the Storewars Markets Team Role Assignment Storewars Business Strategy Development	Teams
10.00 pm	Finish Day 1	
Day 2		
9.00 am	Storewars - Decision 1 Develop decision	Teams
10.30 am	<i>Morning break</i>	
11.30 am	Hand in Decision 1	Teams
11.45 am	<b><u>Optional "Content" Module 1</u></b>	<b>Plenary Teams</b>
1.00 pm	<i>Lunch break</i>	
2.00 pm	Module 1 - continued	Plenary
3.00 pm	Storewars - Decision 1 Results	Plenary
3.30 pm	<i>Afternoon break</i>	
4.00 pm	Storewars - Decision 2 Prepare for Negotiation Round 1	Teams
5.00 pm	Storewars - Negotiation Round 1	Teams
6.45 pm	<i>Dinner break</i>	
8.00 pm	Storewars - Decision 2 Develop decision	Teams
10.00 pm	Hand in Decision 2	Teams
Day 3		
9.00 am	Storewars - Decision 2 Results	Plenary
9.30 am	Storewars - Decision 3 Develop decision	Teams
10.30 am	<i>Morning break</i>	
11.30 am	Hand in Decision 3	Teams
11.45 am	<b><u>Optional "Content" Module 2</u></b>	<b>Plenary</b>
1.00 pm	<i>Lunch break</i>	
2.00 pm	Module 2 continued	Plenary

3.00 pm	Storewars - Decision 3 Results	Plenary
3.30 pm	<i>Afternoon break</i>	
4.00 pm	Storewars - Decision 4 Prepare for Negotiation Round 2	Teams
5.00 pm	Storewars - Negotiation Round 2	Teams
6.45 pm	<i>Dinner break</i>	
8.00 pm	Storewars - Decision 4 Develop decision	Teams
10.00 pm	Hand in Decision 4	Teams
Day 4		
9.00 am	Storewars - Decision 4 Results	Plenary
9.30 am	Storewars - Decision 5 Develop decision	Team
10.30 am	<i>Morning break</i>	
11.00 am	Hand in Decision 5	Teams
11.15 am	<b><i>Optional "Content" Module 3 – Brand Strategy and the role of Private Label</i></b> (or Prepare for Shareholder meetings)	<b><i>Plenary</i></b> (or Teams)
12.30 pm	Storewars - Decision 5 Results	Plenary
1.00 pm	<i>Lunch break</i>	
1.30 pm	Prepare for Shareholder meetings	Teams
3.00 pm	<i>Afternoon break</i>	
3.15 pm	Shareholder meetings – 5 teams x 15 minutes each	Plenary Teams
4.45 pm	Learning review	Plenary
5.00 pm	Program close	Plenary