

The BTS Consumer Goods Business Simulation

Objective

Experience the key business drivers and challenges of the Consumer Products business; learn, practice and apply the principles, behaviors and skills necessary to manage a Consumer Products business for success.

Audience

- Managers and employees of Consumer Products companies
- Sales organizations and account teams with Consumer Products companies as major clients

Business Issues

To successfully compete in a highly competitive and demanding global marketplace, Consumer Products companies must develop sales and marketing strategies that increase operational efficiency and drive profitability.

To provide solutions to clients in the Consumer Products industry, it is critical to have a comprehensive understanding of their business, their objectives and their challenges – those business challenges unique to their organization as well as those triggered by the industry and marketplace.

The BTS Consumer Product Business Simulation enables participants to:

Articulate the key strategic and financial drivers of a Consumer Products company

Transform the company's product and service offerings to meet changing market trends, customer need and increasing competition

- Offer new products consistent with customer needs
- Deliver on-demand product availability
- Invest in service levels to improve the customer experience
- Create value for customers (retailers)
- Create value for consumers (end-users)

Grow revenues by managing the company's marketing mix

- Balance distribution channels
- Grow brand awareness and customer loyalty
- Expand global market reach

Reduce cost by implementing operational excellence initiatives

- Increase efficiency of the company's distribution chain
- Invest in and maintain IT systems to maximize the experience of key stake holders: clients, service personnel and distribution centers

Solution

The BTS Consumer Products Business Simulation is a 1-day program that introduces the key challenges and business drivers of the Consumer Products business. The simulation is an interactive learning experience that places participants in realistic, problem solving scenarios. Given the opportunity to reason through these situations, participants learn, practice and apply the behaviors and skills that will enable them to manage a Consumer Products business more effectively and efficiently. To provide a deeper understanding of how their decisions directly impact the performance of the organization and to ensure the immediate application of new skills on the job, participants receive feedback and performance analyses at the end of each simulation session or year.

The BTS Consumer Products Business Simulation is designed to be experienced as either a stand alone learning solution or as part of a comprehensive training program. The comprehensive program includes group discussions, problem solving exercises and team activities that further reinforce the principles and skills that lead Consumer Products organizations to success.



The BTS Consumer Products Simulation and Comprehensive Training Program will enable your organization to:

- Align performance goals with strategic initiatives
- Translate the key challenges of the Consumer Products industry into proactive forecasting and strategic decision-making
- Leverage the important drivers of profitability
- Create and deliver customer value
- Maximize operational efficiency and excellence

About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.

Sampling of other BTS Clients

- Accenture
- Aetna
- AstraZeneca
- AT&T
- Bank of America
- Bell South
- Boeing
- Cisco Systems
- Coca-Cola
- Gap Inc.
- General Electric
- Hewlett-Packard
- Honeywell
- IBM
- ING
- Liberty Mutual
- Liz Claiborne
- Macy's Inc.
- McKinsey
- Microsoft
- Nokia
- Philips
- Sony
- Texas Instrument
- Time Warner
- Toyota Motor Company
- Vodafone
- Weyerhaeuser