



## TAILOR-MADE STRATEGIC SESSION

BASED ON CUSTOMIZED SIMULATION

## TOPSIM MARKETING™

RUSSIAN EXPERIENCE '08

## WHAT IS INSTITUTE OF EDU-TECHNOLOGIES?

### Our Main Activities:

- ✓ CONSULTING IN MANAGEMENT AND EDUCATION
- ✓ NEW TEACHING TOOLS DEVELOPMENT
- ✓ EXECUTIVE EDUCATION
  - strategic sessions for top-managers
  - corporate educational programs
  - edu-modules based on simulation
  - educational public projects (competitions)
- ✓ EDUCATIONAL POLICY (GOVERNMENT CONSULTING)
- ✓ INTERNATIONAL EDU-PROJECTS

### Key Clients:



## WHAT IS STRATEGIC SESSION?

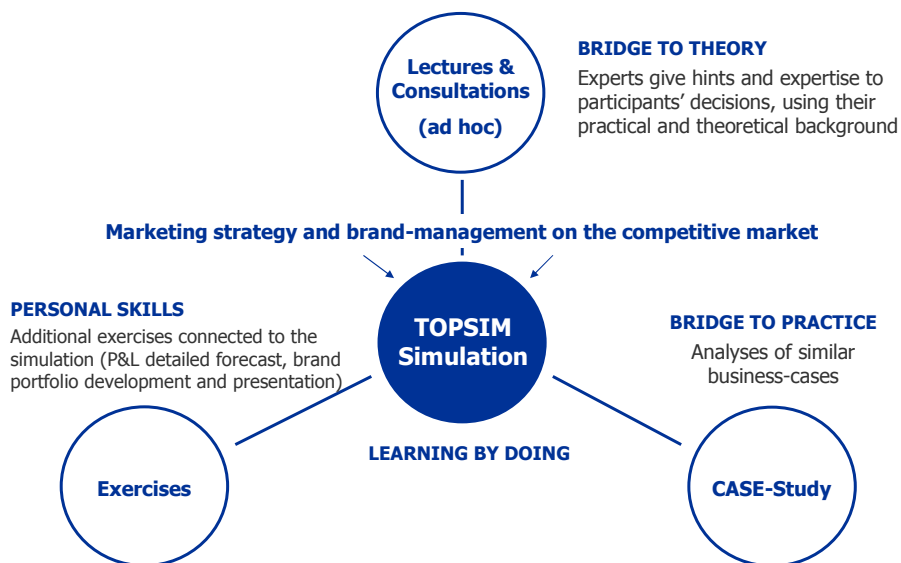
**Strategic Session** is 2-4 days on-site corporate event for top-management of the company with elements of strategic planning and education.

**Participants:** 20-30 senior and top-managers of 1 company (normally), **responsible for corporate or functional strategy** and its implementation

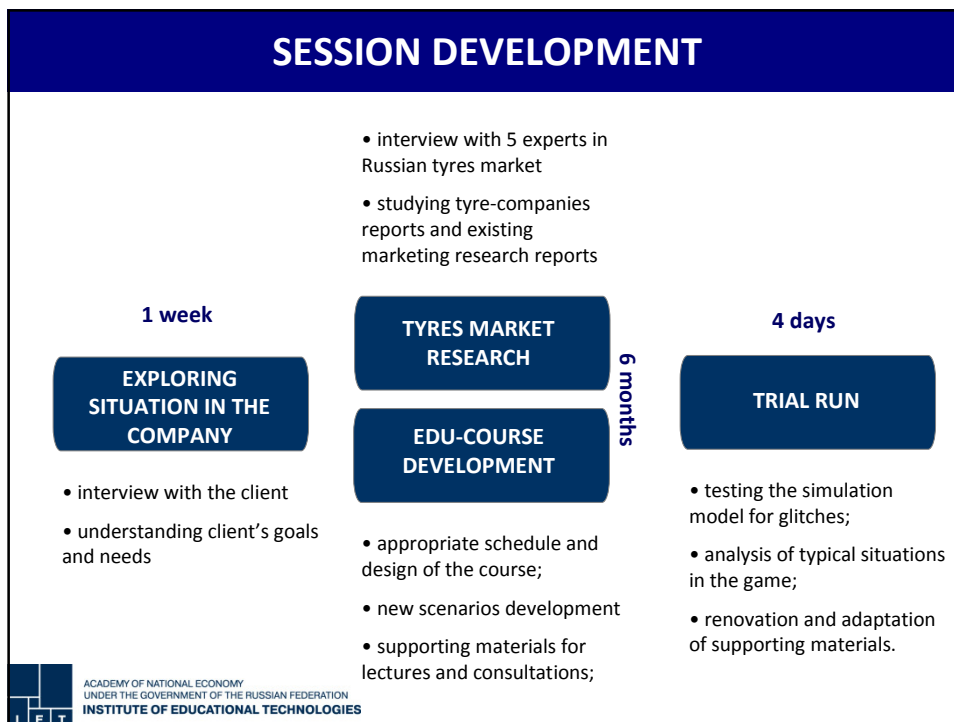
- Session Design:**
1. Managers work in teams (4-6 persons).
  2. They work on problems (cases, initial situation info) closely related to their real business and market
  3. Problem-solving - in groups, results presentation and discussion - on the plenary
  4. Experts, top-managers and policy-makers are invited

**Expected results:** common view on company's strategy (incl. plan of action) + learning outcomes for participants

## TEACHING TOOLS



## SESSION DEVELOPMENT



## WHAT WAS DONE?

1. TOPSIM Marketing was decided to be the core of the session. It was customized by IET to reflect Russian tyres market reality:
  - Current situation on Russian tyres-market was simulated
  - Managers could test their strategic decisions, developed during the session for the real company, on a customized simulation, and evaluate result
2. TWO SCENARIOS were developed – 1 for PASSENGER TYRES, and 1 for CARGO TYRES. It required:
  - Deep research of Tyres Market and analysis of key competitors positions
  - 5 interviews with «SIBUR-Russian Tyres» experts
  - 6 months on scenarios development and tests, business trip to Tübingen for the consultations with TOPSIM
3. Finally, UNIQUE PRODUCT was developed, including:
  - 2 computer models for Russian tyres market (PASSENGER and CARGO)
  - 2 detailed CASES for passenger and cargo markets
  - Specially designed exercises, related to the simulation process

## SHORT DESCRIPTION OF CREATED SCENARIOS



### PASSENGER TYRES



### CARGO TYRES

#### PRODUCT FEATURES

1. Safety
2. Comfort
3. Quality (uniformity)
4. Durability (wear resistance)

1. Safety
2. Fuel profitability
3. Load-carrying capacity
4. Durability

#### CONSUMER GROUPS

1. Elite (rich guys)
2. Middle class
3. Women
4. Working class
5. Taxi pools' purchasers

1. Key clients
2. Government
3. Auto-plants
4. Individuals
5. Small enterprises

#### DISTRIBUTION AND MARKETING CHANNELS

##### MARKETING

1. Print-media
2. Television
3. Radio

##### DISTRIBUTION

1. Special stores
2. Wholesalers
3. Service-centers

##### MARKETING

1. PR-events
2. Exhibitions
3. POS-materials

##### DISTRIBUTION

1. Distribution network
2. Key Clients managers
3. Retail

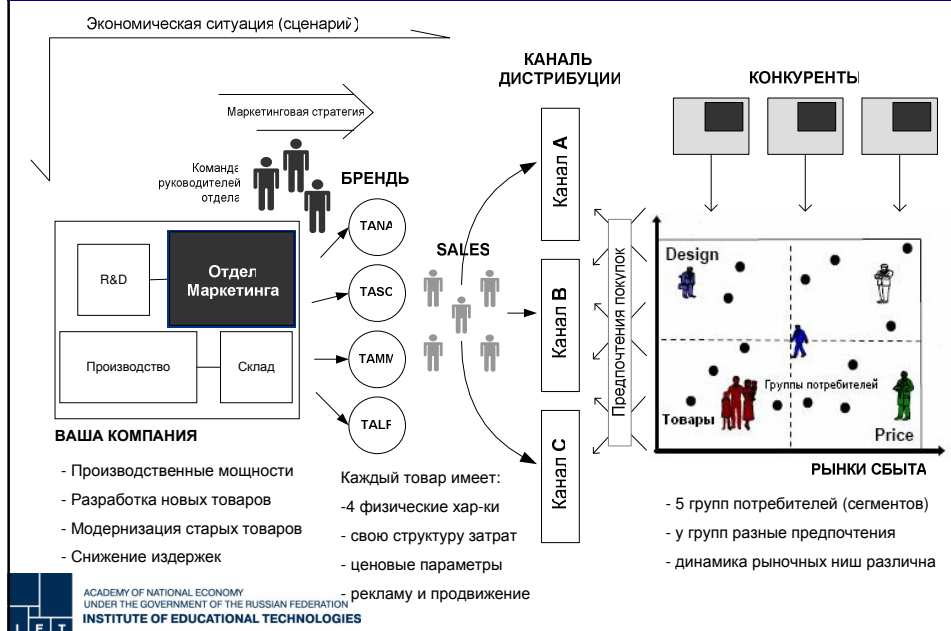
#### COMPETITORS

Russian Tyres, NizhnekamsShina (RU), Aeolus (China), Continental (EU), Nokian Tyres

## RESULTS AND ACHIEVEMENTS

1. **Participants:** 30 senior managers from Marketing department of both – PASSENGERS and CARGO TYRES divisions
2. **Time Frames:** during 4 days (7 virtual years) they managed 5 companies, representing key competitors on Russian tyres market
3. **As learning outcomes** participants mentioned:
  - Evidence on SIBUR-RT strength and weaknesses, opportunities for brand portfolio development
  - Exploring of new consumer groups and their needs, which could be addressed by launching new brand
  - Understanding of advantages and disadvantages of the main competitors on the Russian market
  - Importance of working together for PASSENGERS and CARGO tyres department

## EXPERTS LECTURES: SLIDES EXAMPLE



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<b>Продукт</b>	Один, но сильный	Максимальная «подгонка» бренда под потребителя	Новые варианты и суббренды	Фокус на ключевых продуктах
<b>Продажи/дистрибуция</b>	Выстраивать систему дистрибуции; фокус на качество дистрибуции	Наращивание дистрибуции в сторону количества		
<b>Продвижение</b>	Формировать спрос и тренд	Информировать/убедить	Формировать спрос у целевых ниш	Убедить/напоминать
<b>Цена</b>	«Снятие сливок» или «внедрение на рынок»	Снижение цены «Следование за лидером»	«Следование за лидером»	Снижение цены/ <b>повышение</b>

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UNDER THE GOVERNMENT OF THE RUSSIAN FEDERATION  
**I E T INSTITUTE OF EDUCATIONAL TECHNOLOGIES**