

## An Overview of the Fashion2Win Simulator

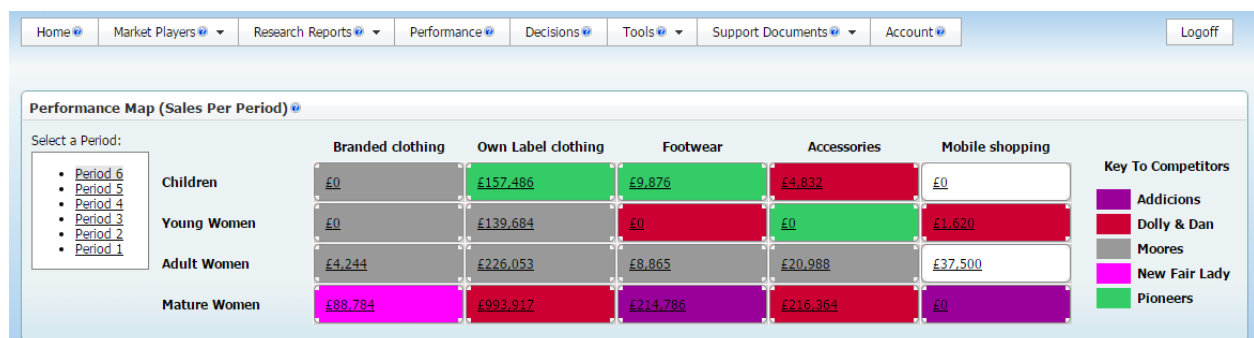
The Fashion2Win Simulator is a software tool that helps students to learn and practice key strategic marketing concepts in the fashion industry. It does this by enabling students to compete against each other in a virtual marketplace in an enjoyable and realistic way.

The Simulator has been developed with the full support of Professor Malcolm McDonald, Emeritus Professor at Cranfield University, Honorary Professor at Warwick Business School, author of over 40 books, numerous academic papers and one of the world’s leading experts in strategic marketing.

### Key features

- It is based on significant research into and **modelled on the UK fashion industry**
- It is **strategic** and deals with multiple markets and multiple products
- It handles the marketing of **services** as well as products
- It is **immersive** with branded websites, marketing plans, research reports and marketing tools
- It deals with **real challenges** like the introduction of a new product and a sudden market downturn
- Students compete against each other in **real teams**, not against the computer
- **Personalized feedback** about the teams is provided to the lecturer throughout the game
- The software is **easy to learn** and can be used in both long and short courses
- It is playable **online** so can be accessed anytime, anywhere
- You can **customize** it to suit your specific needs and teaching experience

### How it works

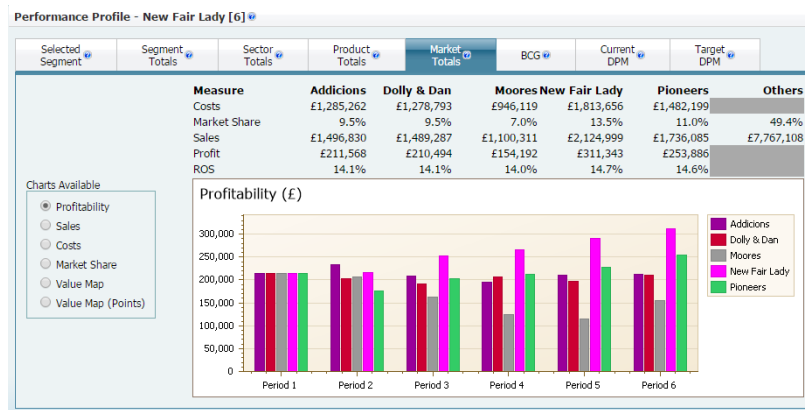


Students have a simple, **easy to use interface** which allows them to quickly learn about their own company, their competitors and the market place.

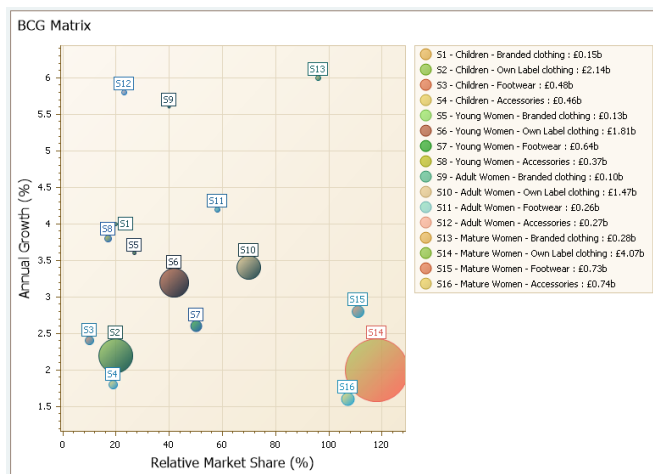
Various **reports** can be accessed that provide key information about markets, products and trends. These help students understand their market and its changing landscape. They also help students understand the importance of market intelligence, how to analyse it and how to apply it

A **performance screen** provides powerful information on their company’s current performance in the market place including sales, costs, profits, market share, market potential and the performance of their value proposition. This helps students understand how these metrics connect together, get a full picture of how they are doing and to formulate their growth strategy

The Performance screen can also be used to compare both *past* performance and *relative* performance between competitors. This gives a full audit trail of the consequences of decisions made and helps students understand the impact of their decisions, track their performance and make adjustments to their strategy as necessary



BCG and DPM charts provide useful summaries of annual market growth rates, relative market shares, future market attractiveness and current competitiveness. Students gain an appreciation of these tools, their similarities, differences and gain confidence in them by practicing their use. These charts help student formulate their market strategy and articulate it clearly.



Included in the Simulator are various **market planning templates** which can be used to discuss and capture the company strategy. For example, a full version of the Malcolm McDonald template described in his best-selling book, "Marketing Plans, How to Prepare Them, How to Use Them" can be incorporated

in the Simulator if required. These can be edited by the students and used for assignments and assessment.

### Key benefits

Through using the Fashion2Win Simulator, universities can:

1. improve the students' **understanding and application** of key marketing concepts
2. enhance the teaching of marketing and **enrich the student experience**
3. give the students **a realistic insight into being a fashion marketer**
4. **improve employability** by helping students gain confidence in their abilities
5. **differentiate the university** to prospective students
6. provide a **core module** that can be taught across different disciplines and borders
7. generate **new sales opportunities** for executive education
8. **develop their own version** of the simulation to suit their own teaching materials and interests

Moreover, students can learn and practice vital marketing skills including how to become strategic leaders, how to use the key tools of strategic marketing and how to prepare a professional marketing plan.

*The Fashion2Win Simulator helps to develop the strategic marketing leaders of the future.*



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