# Module 0: Brief / Introduction

## Purpose

To introduce the students to the simulation module with an introductory story on what to expect and the purpose of the exercise.

## Content

As shopper demands grow and shift, it becomes common sense for India to emerge as a hotspot for investments in the Retail Space. Factors like population, increased household revenue and spending power, rapid urbanisation, and connectedness among rural areas propel the growth of every retail space in India. Seeing this opportunity in retail, a Board of Investors are looking to lead in the right retail space. They hire you, a group of retail consultants and strategists, to present a profitable and feasible retail network and business plan to attain the target number of stores all over India. *This network would be set up for five years, but the business plan would look at a window of 12 years.*

As retail consultants, your first step is to select the appropriate category for the plan. Refer to the section below and choose your category based on the reference retailer to achieve the target number of stores in five years. Further, each category would have a related initial capital investment offered by the board, which you would use for your plans for your first five years of operations, and the plan carries forward to the twelve years of the network’s presence. In the preceding modules, you would be allowed to formulate plans for the various functions of your store for the first five years, utilise your initial capital and achieve your targets.

Select your store category below. *Please note that once you select your category, it will be locked once entered and cannot be changed in the following sections.*

<*Selection Field>*

*<Post Selection Output>*

You have chosen the XXXX category with reference categories as XXXX. Your team is tasked to achieve XXX stores in five years. Your initial capital available for this business and network plan from the board is Rupees XXXX. Good luck with the strategy!!!

## Input Fields

The input field in this section will select the category name, which will be locked once submitted. **Before the input field is selected, the other modules would be locked or invisible. The category selection would be the first step in the simulation.**

## Post Selection Content

### Output Content

Instead of a dialog box, please open up a new section in the same module, which would be locked, and would be activated once the submit or next button is clicked.

You have chosen the XXXX category with reference categories as XXXX. Your team is tasked to achieve XXX stores in five years. Your initial capital available for this business and network plan from the board is Rupees XXXX. Good luck with the strategy!!!

<Submit button to be present after selection>

### Output Processes

Firstly, the category chosen will be locked in the following modules. Further, the target stores would be closed based on the input. This target store would be kept as a progress bar against the network plan of the five plans. Finally, the initial capital available will be retrieved and matched with the selected category. This would also be matched against the progress bar on expenses in the cash flow and balance sheet as the opening balance.

### Reporting Processes

There would be no immediate reports from this section. However, the output of this section will be carried forward for the other processes and decisions.