



Unilever Beograd d.o.o.  
Omladinskih brigada 90b  
11 070 Beograd  
Srbija

T: [381 11] 20 91 800  
F: [381 11] 21 69 178  
[www.unilever.com](http://www.unilever.com)

The experience I had with Cesim training provided both learning and joy at the same time.

The simulation provides me a motivating tool to use, which ensures there is always an element of change in the same course. It is extremely rewarding to observe and monitor the team work and dynamics of group work which occurs during the game: how strategies are formulated, what teams do when things go wrong.

The greatest benefit, in my opinion, is that the game provides segmentation and different approach to different markets. It really helps make analysis of every step made by competition after a round is done in order to understand possible opportunities and threats. Training optimizes support in advertising and channels driven by specifics of every product and segment.

But most of all, it helps understanding how other functions in the company are important and how their costs impact total P&L (R&D, customer care)

Overall, I cannot recommend Cesim enough, and I look forward to continuing using their simulations and developing our relationship further.

Belgrade, 13.10.2016

Vladimir Knežević

Customer & Category Marketing Deployment Manager



Unilever Beograd d.o.o.  
Registracioni broj: 17462784  
Registar: Agencija za privredne registre RS  
Šifra delatnosti: 4645  
PIB: 102747794  
Tekući račun: 275-220010818-14,  
Societe Generale Banka Srbija a.d., Beograd