



Make a Million!

An interactive business game with a 21st century product, but age old problems!
THE ULTIMATE FINANCIAL CHALLENGE

Participants will learn:

- the importance of planning and forecasting.
- the need to analyse financial information carefully.
- the opportunities and threats of expanding into new markets.
- the need to monitor sales so as not to run out of stock or server capacity.
- the importance of stock, research & development and pricing.
- that a company cannot stand still.
- the need in business to understand and interpret the figures.

NUMBERS:

9 – 25 Participants in up to five teams, ideally with between 3 and 5 in each team

TARGET AUDIENCE:

Can be used at graduate to director level

TIMING:

4 - 5 hours + Debrief

COST: £695 (+VAT and delivery)

** one pc (or laptop) and printer required.*

A sophisticated business simulation for up to five teams. Our toughest simulation, Make a Million! will stretch the very best in commercial acumen and general management.

Your hi-tech business provides handsets for online access to the latest sport, health and diet news. Your Team Folder gives you all the standard business and financial information but you may wish to acquire more. Market research? Insurance? Surprises are in store for those who keep their heads in the sand!

You start in one of the UK markets but competition is tough. There are two more UK markets available and six in Europe, so how can you best utilise this potential to outstrip your competitors (the other teams)? With a few calculated risks you could, very quickly, make a fortune! On the other hand...? Establish a picture of your business, look at all the standard variables (such as prices, stock, staff pay, marketing), plan your strategy -as a team - and record your decisions.

These are fed into the computer for analysis and a printed report. You'll get an Operating Statement, P&L Account and Balance Sheet - plus a new Decision Form for the next round - a pattern repeated for up to five rounds. In addition, there are three management problems every round. How you handle them will have an effect on business performance!

SAMPLE RESULTS SHEETS

75,000 new customers paid £165 per handset - good start!

Rental income accruing from last half year

Team 2

Profit and Loss Account

| | Half Yr 1 |
|-------------------------------|------------|
| Revenue: | |
| Phone Sales | 12,375,000 |
| Phone Rentals | 15,285,975 |
| Advertising | 821,006 |
| | <hr/> |
| Total Revenue: | 28,481,981 |
| Cost of Sales: | 11,250,000 |
| Gross Profit: | <hr/> |
| Costs: | 17,231,981 |
| Sales Staff | 200,000 |
| Traditional Advertising | 2,000,000 |
| Electronic Advertising | 2,000,000 |
| Research & Development - Data | 2,000,000 |
| Research & Development - Tech | 2,000,000 |
| Management & Administration | 2,200,000 |
| Depreciation | 5,000,000 |
| Cost of Market Entry | 15,000,000 |
| Special | 250,000 |
| Loan/Overdraft Interest | 315,462 |
| | <hr/> |
| Net Profit: | -9,233,481 |

So far so good!

If staff were paid more - would they sell more?

Enter new markets cautiously. Is this too many, too soon?

What will it take to turn this around?

Teams also need to agree on some agenda items. Here they get the outcome of their decisions.

Agenda Outcomes

- Staff understand the reasons why you instituted a clause about intellectual property but know it is unenforceable and so have ignored it. One or two are feeling resentful and that you don't trust them. This is not good for morale.
- You fought the court case against the damages claim and won recovering your costs. However, you were seen as being a little too aggressive and this attitude was met unfavourably and sales have been dented.
- You appointed someone to look after your interests, briefed them well and continue to manage them successfully. This is beginning to pay off in real terms.

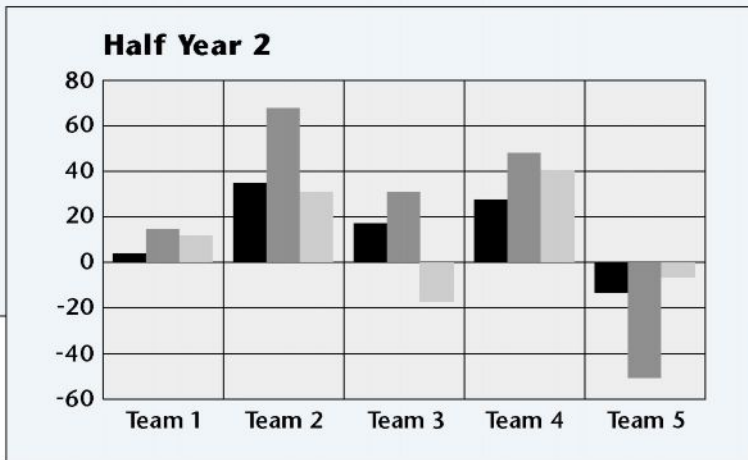
| Team 2 | | Half Yr 1 |
|-------------------------------|--|------------------|
| Balance Sheet | | |
| Fixed Assets | | |
| Tangible Assets | | 9,500,000 |
| Current Assets | | |
| Stock | | 0 |
| Debtors | | 4,272,297 |
| Cash | | 0 |
| Current Liabilities | | |
| Creditors | | 562,500 |
| Bank Overdraft | | 1,470,084 |
| | | <u>2,032,584</u> |
| Loan Capital | | <u>5,000,000</u> |
| Net Assets | | <u>6,739,713</u> |
| Capital & Reserves | | |
| Share Capital | | 15,751,894 |
| Profit & Loss Account | | -9,012,181 |
| | | <u>6,739,713</u> |

Whoops!
Now they
didn't want
to do that!

WOT!
No cash?

OUCH!

How
much
of this
can be
paid
off?



■ Net Profit £M

■ R.O.I.%*

■ Cash

*Return on Investment

MAKE A MILLION!

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Trainer's Role

- 1 Introduce the activity with the PowerPoint.
- 2 Issue Team Folders and allow 90 minutes for teams to study the contents.
- 3 Observe teams as they analyse the initial data and plan their strategies.
- 4 Enter their first Decisions Forms into the laptop.
- 5 Issue results and observe how these are interpreted.
- 6 Take in the next Decision Forms, process and issue results. Repeat this process through five rounds.
- 7 Conduct a Debrief.

Trainer's Notes provide full guidance.

Pack Contents

- Trainer's Notes
- CD-ROM containing Computer Program & PowerPoint Presentation
- Team Briefing Folders each containing 14 pp of info.... *introduction / history / key elements / server capacity / data & technical research / handset storage / expansion / advertising / sales & marketing / managing your company / finance / p&l account / balance sheet / memo*
- Market Forecasts Forms
- Decision Forms

TO ORDER "Make a Million!" please contact:

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