



IOL (UK) Limited & Northgate Training
EXERCISES, GAMES & SIMULATIONS FOR MANAGEMENT DEVELOPMENT



The Wine Bar Game

Participants will learn:

- basic business principles
- to work as a team
- to base decisions on the information available
- the need to forecast demand
- to analyse basic financial data (profit & loss)
- the importance of a 'quality' business
- to weigh up opportunities

**It's Round Four and your wine bar is finally making a profit! Should you diversify into cocktails, expand the garden in time for summer or just consolidate the main business?
An exciting introduction to basic business.**

A business competition to see who runs their wine bar best. You start from scratch - agreeing a loan and deciding on refurbishment, price field, marketing budget, advertising copy, staffing, pay - and how many bottles of wine to stock.

After plenty of discussion your decisions are analysed on computer and results given as a weekly P&L, bank statement and sales breakdown together with help and advice. You'll face further challenges of quality, expansion and diversification, so each round check your business performance in order to make informed decisions rather than acting on whims and assumptions. That way you are much more likely to maximise profit.

Run for six, seven, eight, or more weekly rounds. Listing each team's profit each round encourages cut-throat competition!



NUMBERS:

3 – 24 Participants in up to four teams, ideally with between 3 and 6 in each team

TARGET AUDIENCE:

Staff at any level

TIMING:

4 - 6 hours + Debrief

COST: £595 (+VAT and delivery)

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

The Wine Bar Game

Trainer's Role

- 1 Introduce the session using the PowerPoint presentation.
- 2 Issue Briefing Folders and allow 90 minutes for teams to discuss the details and complete their first Decision Form.
- 3 Collect Decision Forms and enter data into the computer.
- 4 Issue results and allow 20 minutes for teams to study their results and prepare their next Decision Form.
- 5 After six or seven 'rounds' ask each team to prepare a short presentation to sell their business. You, the Trainer, will purchase the wine bar you feel has been best managed and which has the best future potential.
- 6 Lead a debrief using the detailed guidance in the Trainer's Notes, and finally announce the winning team. Some Trainers even finish with a wine-tasting!

Pack Contents

- Trainer's Notes
- Software & PowerPoint on CD-ROM
- A4 Pad - Trainer's Reference Forms
- Handout - Reading the Financial Statement
- Handout - Business Analysis Form
- Team Folders each containing 10 pp of info.... *the introduction / the loan / location / street survey / premises / refurbishment schemes / promotion / stock / staffing & payroll / pricing*

TO ORDER "The Wine Bar Game" please contact:

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