



Going for Profit! 2nd Ed

A business simulation for any level

Key skills

- **Commercial acumen**
- **Business decisions**
- **Matching product to market**
- **Profit planning**
- **Teamwork**

Timing 3–4 hours
Numbers for 2, 3 or 4 teams of 3–6 people
Cost £595 plus delivery and VAT
One computer & printer required

Going for Profit! Introduction

Going For Profit! is a computer simulation for up to four teams. It requires the use of a single laptop or pc, operated by the Facilitator (teams do not enter their data into the computer).

In this best selling simulation, teams run a small business (a pizza takeaway) for up to six quarters. The simulation brings out some key points about running a *profitable* business. No matter what organisation or industry participants work in, this critically-acclaimed exercise is valuable as the learning points are about business principles that are relevant to *all* businesses – including non profit-making organisations.

Simple to run, this is not a complex financial game but an intriguing management team activity. At the start each team receives a Briefing Folder giving all the information required.

Based in the historic, but mythical, European city of Villeburg, teams must run a pizza takeaway for (a simulated) eighteen months.

This involves:

- selecting a site
- getting market research on the competition
- pricing their product
- deciding on advertising spend
- choosing the quality level of their product
- deciding how much to pay their staff
- dealing with opportunities and threats.

Teams bid for their site (out of four possible ones) and then spend money fitting out their premises. Next they make their basic decisions on a simple Decision Form - which is then handed to the Trainer to enter the data into the computer.

TO ORDER Going for Profit!

please contact

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Going for Profit! Introduction (cont'd)

The printout gives details of:

- quarterly sales figures
- the revenue achieved
- the cost of sales
- fixed costs
- market research costs (if any)
- rent
- loan repayment figure
- total costs, profit and accumulated profit

Each time teams receive their results from the computer they also receive an extra piece of information. Sometimes this gives them opportunities - to go into soft drinks, to expand into burgers, to refurbish, to use bikes for deliveries; sometimes it gives them threats - health inspections, new competition, etc.

Teams can also be scored on their advertising and teamwork. If, for example, a team decides to spend money on advertising posters, they design their poster (flipchart and pens need to be supplied) and it is scored out of ten. If it is colourful and attractive it will score more highly than if it is dull and uninteresting. Posters also score for having the name of the takeaway on, the telephone number, a location map and so on - all good marketing points.

In addition, Trainers can award teams a score out of ten for how well they are working together. Have they nominated a leader, set objectives, shared information, supported each other? These scores add to (or reduce) their success in the activity.

Finally, there is an optional extra allowing teams to design and construct a sample box to house their pizzas. This task is completed while decisions are still required and so effective prioritisation and teamwork is needed. To be effective, teams must be well-organized, well-led and able to work together against tight deadlines.

The team with the highest cumulative profit after six quarters is the winner.

Going For Profit! is an ideal exercise on a wide variety of courses (teamwork, decision-making, business skills) but, above all, it lets you find out if your managers are capable of going for profit.

Going for Profit! What to Do

- 1 Set up ONE pc or laptop with a printer.
- 2 Divide participants into teams of three to six participants and issue one **Briefing Folder** to each group.
- 3 Announce the time that the **Tender Documents** (for the bidding of the sites) must be handed in. Collect these at the appropriate time and allocate sites to groups.
- 4 Announce the time that each team's first **Decision Form** should be handed in (1-1½ hours after the start of the exercise).
- 5 Collect Forms, enter decisions to computer and print out results for each group. Hand back to teams and allow time for results to be discussed. then issue a second Decision Form.
- 6 Collect second quarter Decision Forms and deal with in the same way. At the start of the third quarter issue **card** for teams to construct a pizza box.
- 7 Feed third, fourth, fifth and sixth quarter decisions into the computer when ready.
- 8 The winning team is the one with the highest cumulative profit at the end of the sixth quarter. The **Trainer's Notes** contains full guidance and Debrief notes.

Going for Profit! Trainer's Comments

One of the best training exercise we've ever used.

Reuters

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I've found Going For Profit! quite remarkable. The exercise drives home the fact that, given the same information and the same opportunity, the quality of decisions and decision-making is determined not just by managerial status; more by clear thinking and good leadership. The model is just right in terms of complexity. It's demanding but not de-motivating. And above all, it's fun.

Cowley Consultants

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I was immediately attracted by the simplicity of the rules and ease of actually running the exercise. It sounded like fun and people do learn more when they enjoy something. As a trainer it gave me problems – the range and amount of learning points! I wish I had those problems with every training activity.

At such a reasonable cost – this is one of the most effective, value-for-money training tools I have come across.

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