

GOING FOR PROFIT

This dynamic, interactive business simulation is really easy to run and is greatly enjoyed by participants who have to increase profits while making decisions on diversification, competitors, health checks and expansion. Great for any level.

HOW IT WORKS

In this interactive business simulation teams compete within the same market. They first tender for one of the available Pizza shop sites – the student area, by the theatre, in the town centre? Once sites are allocated teams decide pricing, product quality, staffing, market research and advertising. Teams are also assessed on poster and packaging design! All decisions are computer-analysed and results, in the form of a quarterly P&L, are produced. Various threats and opportunities – such as should they invest in biked deliveries – arise. The most profitable takeaway at the end of a maximum of six “quarters”, wins. Presentations optional. Allow 3-4 hrs.

WHAT IT DOES

Going for Profit! allows teams to experience/test their commercial acumen in a highly competitive market. Requires good teamwork and good understanding of the target audience. Uses Euros as currency.

LEARNING BENEFITS

- Analysing business data
- Satisfying a market
- Co-operative teamwork
- Creativity in advertising
- Competitor analysis
- Making a range of business decisions
- Forecasting demand
- Presentation skills (optional)

(Developed by Northgate Training Ltd)

