

Ideal on any training course or conference, 'Going for Profit' sets competing teams the enjoyable task of running their own Pizza business for a year.

In this interactive business simulation, teams compete within the same market. They first tender for one of the available business sites - the student area, by the theatre, or in the town centre. Depending on the tender bid the computer allocates sites and teams decide on pricing, product quality, staffing, market research and advertising.

It is not all number work! Teams need to design and construct a box to house its pizzas and design any advertising they decide to undertake. The trainer awards points accordingly.

There are four periods during the exercise when teams complete decision forms which is entered into a computer and a print-out gives the results in the form of a quarterly profit and loss report. Like any business if one team is very efficient and attracting lots of customers the sales in the other pizza shops will be reduced and reflected in the profit and loss reports. Is a change of strategy needed?

Various threats and opportunities arise - such as a health and safety issue; should they invest in home deliveries; should they expand the premises and diversify into take away foods and drinks.

Doing all these tasks means teams must be well organised, well lead and able to work together against tight deadlines. The most profitable takeaway at the end of the quarterly reports, wins.

During the exercise the trainer has ample opportunity to observe teams in action. Lively discussion often continues well after the end of the session!

'Going for Profit' allows teams to experience and test their commercial acumen in a highly competitive market. It requires good teamwork and good understanding of the target audience.

An excellent vehicle to explore issues of:

- forecasting and project planning
- costing, ordering and pricing
- quality of product and service
- analysing financial data
- quality of product and service
- decision making
- time management
- presentation skills (optional)

Contents of the game include:

- Trainer's notes
- CD-ROM containing Computer Program and PowerPoint Presentation
- Team Briefing Folders each containing 11 pages of information

Please see the following example pages from the team folders



Going for Profit!

Location

There are four locations available in the city, each with different characteristics and mix of customers but all with the same profit potential. You should consider carefully the market research information and city map when making your decision on a location. You can lease any of the sites for five years and must pay a negotiable premium and a fixed quarterly rental for the lease.

The owners of the sites have put the leases up for tender and you have to bid for the various sites against your competitors. The tender will be decided on two issues:

- ✓ the size of the premium you offer
- ✓ the quality of the operation you intend to run

The size of the premium you offer is up to you. There is a minimum acceptable for each site but no maximum.

Level of Shopfitting

The quality of the operation is reflected by the standard of decoration and image you intend to use.

Introduction

Villeburg is the only city in northern Europe without a pizza takeaway shop. Your team represents one of up to four groups of entrepreneurs in the city who have recognised this business opportunity and have decided to exploit it.

You have decided to open a small pizza shop somewhere in the city and have collected all the information enclosed in this folder. You should study this information and then make the relevant decisions, as listed.

Details of the various shopfitting options are enclosed.

You will have to borrow the money for the premium and shopfitting from the bank. Details of loan repayments are enclosed.

Once you have made your decisions you should complete the Tender Document and hand it to the Trainer. You have to put in a bid for every site in case you do not get first or second or third choice. These decisions cannot be changed once the form has been handed in.

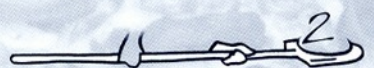
All the tenders will be compared and the sites awarded as appropriate. You will be told which site you and your rivals will be operating. You can then name your shop and make your operating decisions for the first quarter of the year. The

premium and cost of the shopfitting for your successful bid is automatically deducted from your bank account.

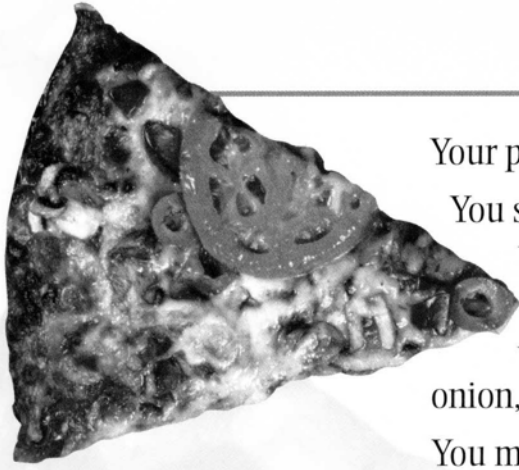
Name

Your first decision - after you have got your site (not before) - is to choose a name for your pizza shop. The name will affect how your potential customers view the shop, so you should choose a name that will appeal to the type of customer you are aiming for. A catchy, appealing name will obviously have a better impact than a bland, boring one and originality will score best of all.

Unlike the other operating decisions, you cannot change the name once you have begun trading.



The Product



Your pizza shop will be open from 6pm to 12pm every day.

You should assume that there are 90 days in each quarter. Your shop will be able to sell a maximum of 200 pizzas per day.

You will be making and selling 25cm pizzas with a basic variety of toppings including cheese, tomato, mushrooms, onion, salami, ham and peppers.

You must choose the quality of pizza you want to offer, taking into account your location, the market and costs.

	Quality 1	Quality 2	Quality 3
<p>There are three quality levels available.</p> <p>Each pizza you sell is packed in a decorated cardboard box with a few serviettes.</p>	<p>Frozen pizzas</p> <p>The lowest quality.</p> <p>Ready prepared pizzas bought from a wholesaler and cooked from frozen.</p>	<p>Frozen bases, fresh toppings</p> <p>Medium quality.</p> <p>Frozen bases bought from a wholesaler with toppings made freshly in the shop.</p>	<p>Fresh bases, fresh toppings</p> <p>The highest quality.</p> <p>Dough and the toppings prepared freshly in the shop.</p>
<p>Cost per pizza</p> <p>These costs include raw materials and packaging.</p>	2.7 Euros	3.5 Euros	4.5 Euros
<p>Quarterly leasing cost (pizza equipment)</p>	2,000 Euros	3,000 Euros	5,000 Euros

In addition to shopfitting, you will require equipment to prepare and cook the pizzas.

You will lease the equipment on a quarterly basis and the costs vary with pizza quality, as shown.

This equipment includes an oven, kitchen utensils, fridge, freezer and a cash register.

Going for Profit

Trainer's Role

1. Divide participants into teams and issue Team Folders.
2. Announce the time for the Auction of sites.
3. Allocate sites and give teams time to make their first decisions.
4. Each quarter, enter team decisions into the computer and print out results for each team.
5. At the third quarter, issue card (not supplied) for teams to construct a pizza box (optional).
6. Lead debrief and announce winner (highest profit).

The Trainer's Notes contain full guidance and debrief notes.

"An interesting way of combining all aspects of the 'real life' business game in a short time. Each quarter had its rhythm and the tempo went faster when the year end approached! A very good way of exercising decision making in a team of different characters and skills. And it was fun!" Laurie Sonko-Marie - Royal Society of Arts

"Good overview of various areas that you need to focus on for business " D. Patterson - Nokia

"This game was very good. Fun, but also relevant to my business." K. Williams - Thrifty Car Rental

Timing: This business game runs for 2 - 4 hours + debrief.

Numbers: Up to 4 teams with 3 to 8 delegates in a team (for each business game).

Who: Staff at any level.

PC required: One computer (or laptop) and printer required.

Licence Free: When you buy this training material, there are no restrictions on the number of times you can use it.

Cost to buy: You can buy this business game (which includes a trainer's manual) and use it yourself for £595 + delivery and VAT (if applicable).

We will also run this game for you, please contact us for details.

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