

Going for Profit!

Participants will learn:

- to analyse basic business data
- to work as a management team
- to define their target market and satisfy its needs
- to analyse the competition - but not slavishly follow it
- to make logical business decisions
- the importance of advertising, pricing and margins

 3-4 hours + debrief

 6-24 (up to four teams of 3-6 per team)

 Staff at any level

 £695 ex vat

 Only one pc (or laptop) and printer required

■ **Dynamic! Interactive! Competitive!**
Great for business acumen and teamwork.
If you've never run a business simulation this is the one for you!

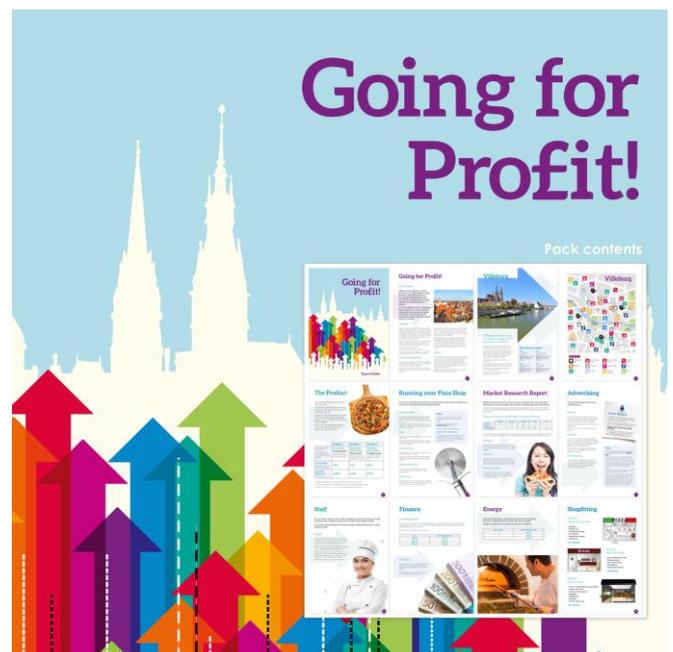
Going for Profit! is one of Northgate's most successful publications ever.

Run a pizza takeaway in the mythical European city of Villeburg. Working in the same market as your competitors (the other teams) you'll want to win as much of that market as you can.

First you bid for one of the four available takeaways. They have differing appeal so you'll need to know what customers you want to attract; students, theatre goers? You'll decide on pricing, product quality, staffing, market research and advertising. You'll also need a poster and pizza box design! All decisions are computer-analysed and results, in the form of a quarterly P&L account, are produced.

Threats arise (eg health inspections) and opportunities (eg should you invest in biked deliveries?). The most profitable takeaway at the end of a maximum of six 'quarterly' rounds of decisions wins. Presentations are optional.

Great fun and there's lots to observe in how the teams reach decisions and deal with setbacks!



Business simulations aren't just about developing commercial awareness – they are also great for teamwork, planning, decision-making and much more! Northgate business simulations are (in the main) not overly numerical or complex. They're easy to run and we are on hand to support.

Call for more advice on +44 (0)1225 484990.

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).

Trainer's Notes contain full guidance and debrief notes.



Testimonials



Colin Guest, Senior Business Architect,
Lloyds Banking Group

We ran 'Going for Profit!' at a conference and it went down a storm! We had extremely positive feedback from everyone involved and we're now planning to run it with other departments so many thanks indeed - a great product!

Justin Smith-Essex, Group Managing Director,
Ted Learning Limited

'Going for Profit!' went very well with apprentices from the Skills Funding Agency - they loved the teamwork and the opportunity to be competitive. They also realised how difficult it was to run a real business and how you need to work as a team.

C. Smith, Carphone Warehouse



Made potentially dull subject matter -
profit & loss - fun and competitive.

Pack Contents

- Trainer's Notes
- Computer Program and PowerPoint Presentation
- Team Briefing Folders each containing 11 pp of info: Introduction, Villeburg, Product, Running Your Pizza Shop, Market Research Report, Advertising, Staff, Finance, Energy, Shop Fittings, Map

Purchasers

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Gate Gourmet Ltd
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Leicester City Council
Liverpool John Moores University
Lloyds TSB
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Monsoon
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Ordering

■ Phone 01225 484990 ■ Email sales@northgatetraining.co.uk ■ Web www.northgatetraining.co.uk

Delivery UK usually next working day, elsewhere 1-6 working days depending on location