





## Make a Million!

### Participants will learn:

- the importance of planning and forecasting
- the need to analyse financial information carefully
- the opportunities and threats of expanding into new markets
- the need to monitor sales so as not to run out of stock or server capacity
- the importance of stock, research & development and pricing
- that a company cannot stand still
- the need in business to understand and interpret the figures

-  4-5 hours + debrief
-  9-25 (three to five teams of 3-5 per team)
-  Staff at any level
-  £795 ex vat
-  Only one pc (or laptop) & printer required

■ A sophisticated business simulation for up to five teams. Our toughest simulation, **Make a Million!** will stretch the very best in commercial acumen and general management.

Your hi-tech business provides handsets for online access to the latest sport, health and diet news. Your Team Folder gives you all the standard business and financial information but you may wish to acquire more. Market research? Insurance? Surprises are in store for those who keep their heads in the sand!

You start in one of the UK markets but competition is tough. There are two more UK markets available and six in Europe, so how can you best utilise this potential to outstrip your competitors (the other teams)? With a few calculated risks you could, very quickly, make a fortune! On the other hand...? Establish a picture of your business, look at all the standard variables (such as prices, stock, staff pay, marketing), plan your strategy - as a team - and record your decisions.

These are fed into the computer for analysis and a printed report. You'll get an Operating Statement, P&L Account and Balance Sheet - plus a new Decision Form for the next round - a pattern repeated for up to five rounds. In addition, there are three management problems every round. How you handle them will have an effect on business performance!



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### Trainer's Role

- 1 Introduce the activity with the PowerPoint.
- 2 Issue Team Folders and allow 90 minutes for teams to study the contents.
- 3 Observe teams as they analyse the initial data and plan their strategies.
- 4 Enter their first Decisions Forms into the laptop.
- 5 Issue results and observe how these are interpreted.
- 6 Take in the next Decision Forms, process and issue results. Repeat this process through five rounds.
- 7 Conduct a Debrief.

Trainer's Notes provide full guidance.



### Testimonials



Barry Goodall, Managing Director,  
Dark Blue Training & Development Ltd  
I use Make a Million! with a wide variety of clients (senior management teams) on training days. It encourages delegates to focus on good planning, communication, team working, problem-solving and managing complex activities.

It is simply brilliant. It stretches delegates in a dynamic and exciting simulation. Thanks for all your support and keep on developing the great games.



N. Bishop, BMW  
Enables ALL individuals to be involved in making relevant business decisions - and is downright fun!

### Pack Contents

- Trainer's Notes
- Computer Program & PowerPoint Presentation
- Team Briefing Folders each containing 14 pp of info.... introduction / history / key elements / server capacity / data & technical research / handset storage / expansion / advertising / sales & marketing / managing your company / finance / p&l account / balance sheet / memo
- Market Forecasts Forms
- Decision Forms

### Purchasers

BUPA  
Bromley College of Further Education  
Chartered Management Institute  
Thomson Directories  
Screwfix Direct Ltd  
Warwickshire EBP  
npower  
Nissan Motor Manufacturing UK Ltd  
Norfolk County Council  
Rolls Royce Plc  
BMW  
Metis, Singapore

### Ordering

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