

# The Wine Bar Game

# FACTSHEET

**Have teams the skills and business acumen to establish a successful new wine bar?**

-  **4-6 hours + debrief**
-  **3-24** (in 4 teams of 3-6 per team)
-  **For staff at any level**
-  **Computer & printer required**
-  **695 ex VAT**



## Learning objectives

- using basic business principles to build a successful enterprise
- encourages teams to make rational, information-based business decisions
- highlights the need for careful planning at the start and not being over-optimistic
- analysing current business activity to help direct future decisions
- illustrates the main variables that determine business activity: pricing, costs, stock level, staffing, advertising, customer service etc

Teams receive a folder with details of the new wine bar they are planning to open. Each 'week' they must order stock, decide how many staff to employ and how much to pay them. They also decide on pricing and advertising spend - and later - whether to expand the business into the garden and diversify into coffee or cocktails. There's also a Customer Service form they must complete - which will also influence business success - or failure!

But first they must establish the business. What is it's name? How much do they want to borrow from the bank and what will the loan cost? What level of refurbishment are they prepared to stretch to and just how big do they need to make their stock room? If it's too big they have simply borrowed more money than they need. Too small and they will lose sales. There's lots of information in the folder to help teams make educated decisions but will they take note? And as in real business, some decisions are more subjective and involve more risk. So how risk averse are teams?

Decisions for the first week of trading are filled out on a simple Decision Form and fed into a laptop for analysis. Financial results are printed together with relevant messages and given to teams. Once they see their first set of trading figures teams feel they really are running their own wine bar.

The simulation continues through further rounds of decisions, as time allows. At the end the team with the most profit is the winner.

Debrief notes on teamwork and business principles are supplied in the pack.

## Pack contents

- Trainer's Notes
- Computer Program & PowerPoint
- Trainer's Reference Forms
- Handout - Reading the Financial Statement
- Handout - Business Analysis Form
- Team Folders containing:
  - the introduction
  - the loan
  - location
  - street survey
  - premises
  - refurbishment schemes
  - promotion
  - stock
  - staffing & payroll
  - pricing

## Ideally suited to

Teamwork and decision-making sessions with an emphasis on business acumen and the analysis of basic business data.



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## Customer reviews

“ A pleasure to use for both Trainer and delegates! I used The Wine Bar Game on a course to increase *commercial awareness* and general management and teamwork with middle managers. The best learning points were that motivation increases with profit, and that you should treat staff well! It is a *great activity* and really keeps everyone interested and learning. The tricky part is getting them to agree to stop after Round 8! *Well presented and thought-out.*  
**Julia Wood, Key Assets Ltd**

“ The Wine Bar Game was *absolutely fabulous* and everyone who played had a heap of fun. We're *very happy* with it!  
**Anton Derham, Learning & Development Manager, Mantra Group, Australia**



## Trainer's role (full guidance supplied in Trainer's Notes)

- Introduce the session using the PowerPoint presentation.
- Issue Briefing Folders and allow 90 minutes for teams to discuss the information and complete their first Decision Form.
- Collect Decision Forms and enter data into the computer.
- Issue results and allow 20 minutes for teams to study their results and prepare their next Decision Form.
- After six or seven 'rounds' ask each team to prepare a short presentation to 'sell' their business. You, the Trainer, will purchase the wine bar you feel has been best managed and which has the best future potential.
- Lead a debrief using the guidance in the Trainer's Notes, and finally announce the winning team.

## Northgate says...

One of our most popular business simulations - now updated and re-designed. Teams really enjoy the weekly messages: money stolen from the till, the forecast for hot weather, the flu epidemic, the customer service issues etc.

Some Trainers finish the session with a wine-tasting!

## Ordering is easy!

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## Northgate customers

