






# Going for Profit!

# FACTSHEET

**Dynamic! Interactive! Competitive!**  
**Great for business acumen and teamwork.**

-  **3-4 hours + debrief**
-  **6-24** (2-4 teams of 3-6 per team)
-  **For staff at any level**
-  **Includes computer program** (internet access required)
-  **795** (hard & digital copy) or **745** (digital copy) ex VAT



## Learning objectives

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



## About the activity

**Going for Profit!** is one of Northgate's most successful publications ever. Teams are tasked with running a pizza takeaway in the mythical European city of Villeburg. Working in the same market as a number of other competitors each team will want to win as much of that market as it can.

First teams bid for one of four available pizza takeaways. They have differing appeal so teams need to know what customers they want to attract: students, theatre goers? Will teams take note of the fact that all the sites have the same profit potential and decisions should be made without emotional responses? Pricing, product quality, staffing, market research and advertising all need consideration. Teams must also design a poster, but will they include all the important information? 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 teams invest in bike 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 terms of business acumen, how the teams reach decisions and how they deal with setbacks.

## Five-year repeat use licence

This Northgate training activity comes with a five-year licence for repeat use with up to 24 participants. A licence is required for each site (or remote hub). To use with larger groups or for multiple site licences please contact us for a quote.

## Pack contents

- Trainer's Notes
- Computer Program (internet access required)
- PowerPoint Presentation
- Intro & Debrief Videos
- Team Folders containing:  
Introduction, Villeburg, Map, Product, Running Your Pizza Shop, Market Research Report, Advertising, Staff, Finance, Energy, Shopfittings
- Also included in virtual version:  
Trainer's Checklist, Q1-Q6 Decision Forms, Tender Form.

This activity is for face-to-face & virtual training. It is supplied as a hard copy pack and digital files are supplied via the Northgate Trainerhub (or you can purchase digital files only).

## Ideally suited to

If you've never run a business simulation this is the one for you! Although it's a serious learning tool and the activity is challenging, **Going for Profit!** is also fun: participants always learn more when the training process is enjoyable.



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## Customer reviews

- “ We ran it 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!*  
**Colin Guest, Senior Business Architect, Lloyds Banking Group**
- “ We ran Going for Profit! virtually and it *ran really well* for us and all participants really *enjoyed* it.  
**Gemma Barns, Graduate Resourcing & Development Manager, White & Case**
- “ 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.  
**Justin Smith-Essex, Group Managing Director, Ted Learning Limited**



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

- Briefly introduce the activity (using PowerPoint and Introductory video if required).
- Divide participants into teams and issue the Team Folders.
- Announce the time of the 'Auction of Sites'. The auction is handled by the program and then you allocate sites accordingly.  
Give teams time to make their first set of business decisions: pricing, staffing, marketing budget etc. These decisions are for the 1st quarter year of trading.
- Collect a Decisions Form from each team and enter the data into the program.
- The program analyses the data, decides on market share and produce results for each team. Issue results and the Decisions Form for the next quarter and repeat the process.
- Teams can design a marketing poster and, as an optional extra, a Pizza Box (card not supplied).
- Continue for as many quarters as you have time (ideally six), then produce the final results.
- Lead a debrief on basic business principles, analysis of business data, teamwork and consensus decision-making – all these topics are covered in the Trainer's Notes. Use of Debrief video is optional but does take the pressure off!
- Announce the winning team – the one with the highest profit.

## Northgate says...

Conventional business simulations can sometimes be overwhelming in terms of number crunching and finance. Northgate simulations are not. Going for Profit! can be run by any Trainer with any group and no special finance knowledge is required.

## Ordering is easy!

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- ✉ [sales@northgatetraining.co.uk](mailto:sales@northgatetraining.co.uk)

## Fast delivery

Digital files are accessed via our online Trainerhub and the hard copy pack is sent via courier:  
£15 UK (next working day)  
£29 Europe (1-3 working days)  
£39 International (1-5 working days)

## Our guarantee

If you are not 100% happy we offer a 30-day no-quibble returns service on unused goods.



## Northgate customers

