






The Sandwich Shop

FACTSHEET

A basic business simulation. Ideal for teamwork and decision-making.

-  **2-3 hours + debrief**
-  **3-24** (up to 4 teams of 3-6 per team)
-  **For staff at any level**
-  **Includes computer program** (internet access required)
-  **595** (hard & digital copy) or **545** (digital copy) ex VAT



Learning objectives

- Getting to know the basic business principles
- Identifying a business strategy
- Interpreting basic financial data
- Being aware of key variable such as quality, price etc
- Being aware of how you can grow the business

About the activity

The Sandwich Shop is our shortest, most basic business simulation. It highlights the main principles typical of any business and includes reading basic P&L statements. Team are tasked with running a small sandwich shop and growing the business over six periods or 'Rounds'. They compete with other participating teams AND the very successful, 'virtual team'!

A Team Brief gives teams everything they need to know about the business make their first business decisions: what products to sell, what price to charge, quality level, advertising, number of staff, what to pay them and the shop opening hours. A lot to think about but the information supplied should help them make 'informed' decisions, although inevitably, as in any business, they will need to take steps into the unknown. How cautious are they? What level of risk are they prepared to take? In addition they can choose to add 'specialty' drinks to their range and consider other initiatives to grow their business.

Decisions are recorded on a Form then entered into the program for analysis. The resulting Profit & Loss A/c along with extra business initiatives is given back to teams. Analysing the results pave the way for the next round of decisions which should build on what is working and cut down on what is not. It's all about developing an effective business strategy. Along the way, there is business advice from 'Mr Clever' and 'Ms Knowitall' - should teams take note? The team with the highest profit at the end of the six weeks is the winner.

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)
- Team Briefs (with information on: The premises, Overheads, Selling Price, Marketing, Staffing, Quality, Market Research)
- Trainer's Scoresheets

This activity is for face-to-face training. It is supplied as a hard and digital copy or you can opt for digital only.

Ideally suited to

Staff at all levels as a teamwork and basic, business finance activity. Ideal for junior management, supervisors and schools.



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Customer reviews

Everyone *totally enjoyed* the experience. They shared informed and intense discussions, trying to predict costs and forecast potential profit and hence made *bold and informed* decisions. An addictive and irresistible exercise promoting *true entrepreneurial spirit* and *business acumen*. This exercise allowed everyone to *'learn more by doing'* than just talk about the theory of running a business.
Steve Laing, QC Training International

The Sandwich Shop went very well as usual! *Well thought-out*, immersive and participative training - keep up the good work Northgate!
Stuart Warner, Trainer, Financial Fluency



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

- Divide the group into teams, briefly introduce the simulation and issue Team Briefs. After 20-30 minutes issue Decision Form No.1 and allow time for these to be completed before collecting from teams.
- Enter the data (easy) from the forms onto the program, using a unique PIN for each team. Teams receive a trading report (and business opportunities info if supplied). There is also an option to view the results on-screen.
- After a further 20-30 minutes - to analyse their business activity and agree a 2nd round of decisions, issue teams with a 2nd Decision Form.
- When all teams have completed six weeks of running their business enter the final decisions and produce the final P&L accounts but do not issue these immediately. Either ask each team to make a brief presentation on running their business or move straight into the Debrief.
- Lead a Debrief on the activity, the learning points as they see them and the key issues that emerged both in terms of business principles and working as a team (full guidance in the Trainer's Notes).
- The debrief can focus on key points about teamwork and planning or on business acumen and the way teams developed their business and handled the competition.

Northgate says...

Not everyone has innate business acumen but it helps if all staff are aware of what it takes to keep an organisation afloat.

The famous Mr Micawber's recipe for happiness went something like, "Annual income twenty pounds, annual expenditure nineteen: result happiness. Annual income twenty pounds, annual expenditure twenty-one: result misery."

Ordering is easy!

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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

