






The Wine Bar Game

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

-  **4-6 hours + debrief**
-  **3-24** (up to 4 teams of 3-6 per team)
-  **For staff at any level**
-  **Includes computer program** (internet access 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

About the activity

Teams are preparing to open a new wine bar. But first they need to check out the information in the Team Folder which will help with their first set of decisions.

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? There is wine pricing, advertising spend, staff levels and staff pay to work out (There's also a Customer Service form they must complete - how will they do this will impact on business success - or failure!

Decisions for the 1st week of trading are submitted on a Decision Form and fed to the computer, by the facilitator, for analysis. Results and relevant messages are fed back to teams. Once they see their first set of trading figures teams feel they really are running their own wine bar - and if they analysed carefully, will help with their decisions for week 2. The simulation continues through further rounds of decisions, as time allows during which teams have the chance to expand the business into the garden and diversify into coffee or cocktails - and they'll have to cope with a couple of threats to their business! At the end the team with the most profit is the winner. Debrief notes on teamwork and business principles are supplied in the pack.

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
- PowerPoint Presentation
- Computer Program (internet access required)
- Trainer's Reference Forms
- Team Folders containing:
Introduction, Loans, Location, Street Survey, Premises, Refurbishment, Promotion, Stock, Staffing & Payroll, Pricing
- Handout - Reading the Financial Statement
- Handout - Business Analysis Form

This activity is for face-to-face training. It is supplied as a hard copy pack & the digital files are supplied via the Northgate Trainerhub.

Ideally suited to

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

The Wine Bar Game

FACTSHEET

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 program.
- 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

