

The Sandwich Shop

Participants will learn:

- general business principles
- teamwork and planning skills
- to use business strategies
- to analyse and interpret simple financial data
- the importance of a quality product

 2-3 hours + debrief

 3-24 (up to 4 teams of 3-6 per team)

 Staff at any level

 £450 ex vat

 One pc & printer required.
Both Windows and Mac versions are available.

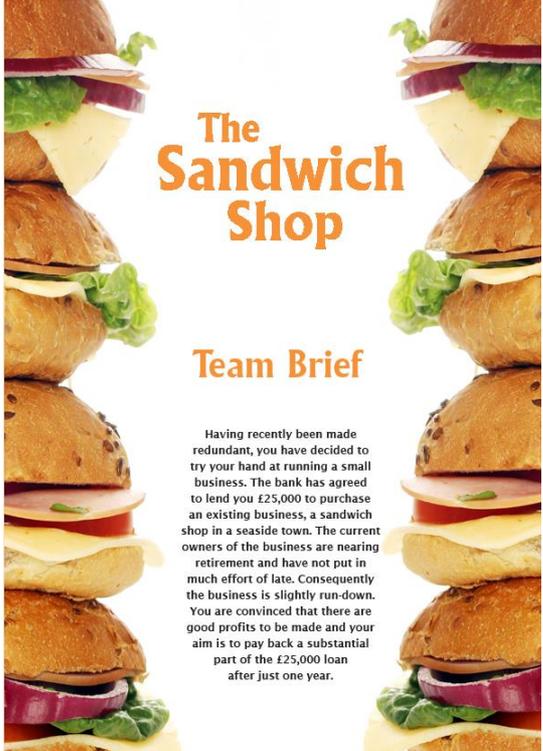
■ Teams take over the running of a sandwich shop and attempt to develop the business over a series of six 'weeks' (or Rounds). They compete with other playing teams and also with a very successful, *virtual* team! So can they beat this competition?

Each period teams decide what products to sell, what price to charge, the quality of their offer, the number of staff required, what to pay them - and whether or not to extend opening times. In addition they can add 'speciality' drinks to their range and take up - if they choose to - various opportunities.

Decisions are recorded on a Decision Form, details of which are entered into a laptop or pc for analysis. The resulting Profit & Loss Account is printed together with advice and extra tasks. Mr Cleverdick and Miss Knowitall are full of ideas and advice but should teams pay attention?

The P&L figures need analysing and will influence future decisions in order to build on what is working and cut down on what is not. All decisions can be changed from week to week. It's all about developing an effective business strategy.

The team with the highest profit at the end of the six weeks is the winner.



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Team Brief

Having recently been made redundant, you have decided to try your hand at running a small business. The bank has agreed to lend you £25,000 to purchase an existing business, a sandwich shop in a seaside town. The current owners of the business are nearing retirement and have not put in much effort of late. Consequently the business is slightly run-down. You are convinced that there are good profits to be made and your aim is to pay back a substantial part of the £25,000 loan after just one year.

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Trainer's Role

- 1 Divide group into teams, briefly introduce the simulation and issue Team Briefs. After 20-30 minutes issue Decision Form 1. Allow them time to fill these in before collecting from teams.
- 2 Enter the data (easy) from the forms on a laptop or pc using each team's unique pin number. Print the results (P&L) and issue these to the appropriate teams for analysis.
- 3 After a further 20-30 minutes hand out a 2nd Decision Form to each team (these are printed from the laptop/pc).
- 4 NB When entering team data, Trainers also have the opportunity to enter other scores that they can award for teamwork as well as how well they look after their staff and how much effort they put into the extra tasks (which they are given in each Round). These inputs are optional but if used they do affect a team results.
- 5 When all teams have completed six weeks of running their business enter the final decisions and print off the P&L accounts but do not issue these immediately. Either ask each team to make a brief presentation about how it ran its business or move straight into the Debrief.
- 6 Lead a Debrief on the activity (and perhaps the presentations), 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*).
- 7 The debrief can focus on teamwork and planning skills or more on business acumen and the way teams developed their business and responded to the competition.

Testimonials



Emma Adams (nee Chaytor), Network Rail

I have used this exercise on a recent course designed by Network Rail called *Finance for Non-Finance Managers*. It worked extremely well and the learners were very engaged throughout.



Steve Laing, QC Training Intl.

Addictive and irresistible!! A great activity for teamwork, evaluating business-related information, making informed decisions and learning business skills (picked up along the way). Learning-by-Doing is always appreciated by delegates.

Pack Contents

- Trainer's Notes
- Computer Program
- (4-page) Team Briefs
- Trainer's Log (A4 pad)

Purchasers

- John Lewis Plc
- Fisher Clinical
- Wellness Associate
- Kwik-Fit Training Academy
- Newcastle College
- QC Training International
- Kingston Smith LLP
- GSM Hospitality
- Brighton & Hove Council



Ordering