



Going for Profit!

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**
- Computer & printer required**
- 695 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. This activity now comes with a short introductory video. Play to the group or use it to brief yourself. Similarly there is a video to lead the debrief and bring out some key issues before you take over.

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!



Pack contents

- Trainer's Notes
- Computer Program
- PowerPoint Presentation
- Introductory video
- Debrief video
- Team Briefing Folders containing:
 - Introduction
 - Villeburg
 - Map
 - Product
 - Running Your Pizza Shop
 - Market Research Report
 - Advertising
 - Staff
 - Finance
 - Energy
 - Shopfittings

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.





Going for Profit!

FACTSHEET

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



At such a reasonable cost this is one of the *most effective*, value-for-money training tools... I was immediately attracted by the simplicity of the rules and ease of actually running the exercise. It sounded like *fun* and people do learn more when they enjoy something. As a trainer, it gave me problems – the range and amount of *learning points!*

J. Roberts, Black & Decker



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 computer 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 computer.
- The computer analyses the data, decides on market share and prints 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 print 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.

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Northgate customers

