

Running your business for a profit

An enjoyable and challenging business simulation game that focuses on key managements skills, ideal for your course, conference, seminar or team building event.

Are you looking for the best business simulation game at an affordable price? Here it is. In Running Your Business for a Profit, participants work in one or more teams to manage their own restaurant business.

This is an exciting and fast paced business education game that recreates the dynamics of the real commercial world, helping participants develop key management skills.

Team members must work together to plan strategies, make management decisions and take action. They must learn from the results of their decisions and adjust their strategy and operations.



Teams need to be highly organised, well led and able to collaborate effectively to meet tight deadlines. You can fine them if they are late in submitting their decisions.

What makes our business simulation game so popular? Running Your Business for a Profit concentrates on the winning qualities that make an excellent business manager: understanding your customers, satisfying their needs, employing the right staff and motivating them so you get the best from them. It allows teams to experience and test their commercial acumen in a competitive market to see if they make a good profit.

How it works

Participants use the team briefing sheets to discuss and develop a basic business strategy, comprising the following elements:

- business plan
- branding and advertising strategy
- target customer base
- restaurant name
- shop-fitting policy
- food offering
- staff numbers and salaries
- marketing budget
- pricing strategy
- how much money to borrow.

The facilitator enters the team's decisions into a computer, which provides a results print-out in the form of a simple profit and loss report. You can also email participants the P&L report.

This business education game is just like the real world, where the management team need to be effective and efficient with their branding, buying, pricing and staffing levels. If not, turnover and profit will suffer.

As with all the best business simulation games, it's not solely about making a profit. There are typical staff and customer service issues for the facilitator to introduce to suit particular learning outcomes. They can also learn about features, benefits and values and put them into practice as they use their creative skills to design a logo, an advertising poster and a radio commercial. All these can increase sales.

The ability to adapt in response to changing market conditions is another skill the game helps to develop. After each trading period teams can adjust their strategy for the next period. The facilitator can also introduce various threats and opportunities, including competition from other restaurants, health and safety issues and expansion opportunities.

You can run this business simulation game with teams in competition or with just one team learning the key concepts of running a business. As for timing, you can run it for up to six trading periods in one training session, or spread the trading periods over several training sessions.

We've also designed this business simulation game to offer the trainer ample opportunity to observe teams in action. Lively discussions often continue well after the end of the session!
The most profitable restaurant at the end of the trading period wins.

Example Applications of this business management game

Assessment Centres

Running Your Business for a Profit is an invaluable business education game which provides robust evidence of business knowledge, teamwork, leadership and management skills.

Conference and Away Days

See your teams in action as they compete against one another to build the most successful business. Feedback from participants has been extremely positive, highlighting that the business simulation game is fun and that they learn a lot about running a company.

A great way to finish the game is when participants display their creative skills to their fellow learners, performing the radio commercial they have devised.

Schools, Colleges and Universities

This business strategy game is popular with schools, colleges and universities as it allows students to apply newly-acquired theoretical knowledge in a simulated business world. Students gain hands-on managerial experience by running their own business in a safe, 'virtual' environment.

Training in management and running a business

This business simulation game is popular with training consultants who run leadership and management courses. It enables teams or departments to discover more about the role of other departments and address silo thinking.

An excellent business simulation game to explore issues of:

- establishing a target customer base
- decision making
- creativity
- features, benefits and values
- branding and marketing
- forecasting and project planning
- costing, ordering and pricing
- quality of product
- customer service
- quality of product and service
- analysing basic profit and loss accounts
- opportunities and threats
- staffing levels and salary
- staffing issues
- silo thinking
- time management
- leadership
- teamwork.

Please see the following pages for brief examples from part of the instruction sheets issued to teams. There is a full page of information on most of these headings in the team folder.

Introduction

The town of Canalabre is a Southern European town with a population of 150,000. With a thriving fishing and general cargo port, it was a popular place to live.

The success and expansion of a nearby rival port means that cargo boats no longer visit and the port was becoming run down.

A large ship building company which provided most of the local employment also closed.

A government sponsored rejuvenation scheme and the low cost of properties encouraged companies to move their offices from the capital town into Canalabre.

Your Restaurant

There are no pasta restaurants in the area and you have decided that this will make an ideal choice for your business.

The closeness of the university, town centre and large companies offices mean there is potential for you to offer a range of lunchtime and evening menus.



Your Decisions

Your bank has agreed to loan you the funds to cover the lease of the premises for the next five years. They have also agreed to make money available for you to re-fit the premises and hire or buy the equipment to run the business. More details of these are available in the Finance Section of your team folder.

Information on Pasta

Pasta is a perfect base for an appetising meal which is prepared in minutes. Pasta is a versatile food and can make hearty suppers or light dishes to tempt the palate. It is readily available in various shapes and sizes and can be stored fresh, dried or frozen.



Which pasta is best?

You can buy pasta fresh or dried. Bought fresh pasta is slightly more expensive, but is not inherently better than dried pasta. It is just different and is used in different situations. Some types of pasta are served only fresh, others only dried and some can have fresh and dried versions.

This page shows brief examples from part of the instruction sheets issued to teams. There is a full page of information on most of these headings in the team folder.

Market Research

Elite Consulting prepared a report for you based on surveys they conducted in the area. They suggest there is plenty of scope for restaurants to cope with the expected increase in office workers and tourists.

The majority of potential clients are health conscious and look for enjoyable meals that are also healthy.

Office Staff

Provided the price is reasonable workers are likely to use the restaurants at lunchtimes. Business managers are also likely to entertain clients at the restaurants.



Staff

You will be managing the restaurant and for the first year you have decided not to pay yourself. You will need to decide how many chefs, kitchen and waiting staff to employ and decide on their rate of pay.

Staff work 40 hours each week = 160 hours per month.

The minimum wage is 7.00 per hour.

Kitchen staff means those that help the chef with the cooking and do the washing up (they are multi-tasked). Their wages will be the same.



Advertising and Marketing

There are a number of options available for you to advertise your restaurant.

1. Leaflets

A company will set up, print and distribute leaflets at various strategic locations around the town. They will also distribute the leaflets to the residential areas.

The initial cost for the leaflet campaign is higher, but this decreases after the first month as follows:



Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
5,000	4,000	4,000	4,000	4,000	4,000

This page shows some examples from the Team Tasks you can issue to teams.

Choose the most appropriate tasks for the participants from the 20 Team Tasks supplied (or add your own).



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Staff Issue - Late for work

You have noticed that recently Sarah has regularly arrived 15 to 30 minutes late for work. You have spoken to Sarah about this and she said there wasn't a problem, claiming she was only a few minutes late.

Sarah is a single parent, very efficient at work and is popular with her colleagues. However, her late arrivals have continued and you decide to speak to her about this again.

List below the questions you are going to ask Sarah and possible actions you can take.

Staff Issue - Bullying

Paul is very dominant in his role as chef. He is a competent chef and a hard worker, but when other restaurant staff do not meet his expectations he "lets them know what he thinks."

When you spoke to Paul about it, he said this is normal behaviour for a chef and that no one has complained to him about it. He did agree to tone down his way of speaking to staff.

Paul's manner has not improved, and you have heard him shout at other staff members. Your staff talk about Paul's disruptive manner and one member has since complained to you about his behaviour.

Customer Service - Complaints

A waiter tells you that a customer is complaining about the meat in their pasta which he says is tough. The Chef says there is nothing wrong with it.

What are you going to do about it?

Strategic Planning - Restaurant Competitors

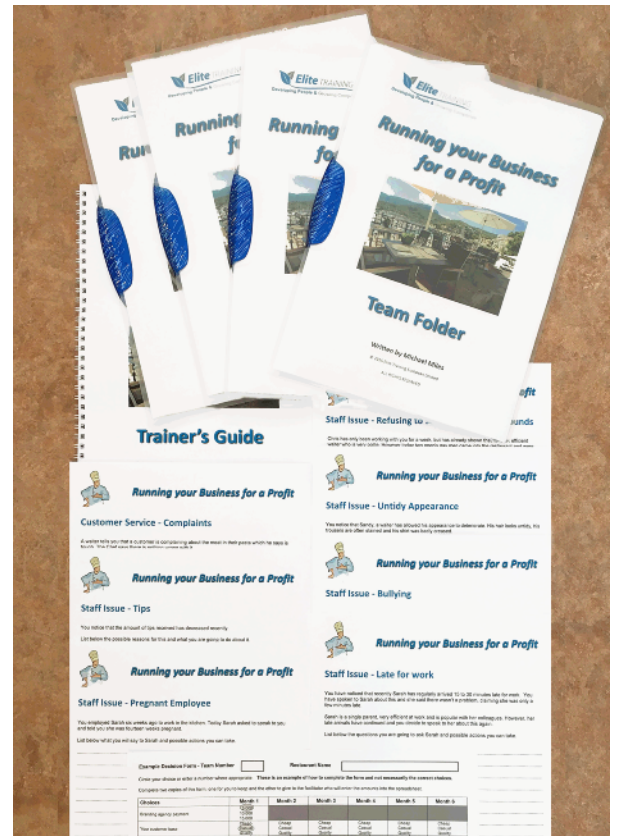
A well known chain of Italian restaurants have been granted planning permission to run a restaurant close to yours.

List below what you need to do given this competition.

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Supplied with the game

- PowerPoint Introduction on the game
- Team Folders – 12 pages of information for each team on what is required for their business
- Team tasks - 20 issues for participants to discuss. These include late staff, untidiness, bullying, customer service, health and safety, competition, business expansion etc.
- Decision forms - for teams to complete with their decisions
- Profit and loss notes - guidance for teams on how the account works
- Trainer's guide - full instructions on how to run the game
- Spreadsheet - to input the team's choices and print out their profit and loss account.

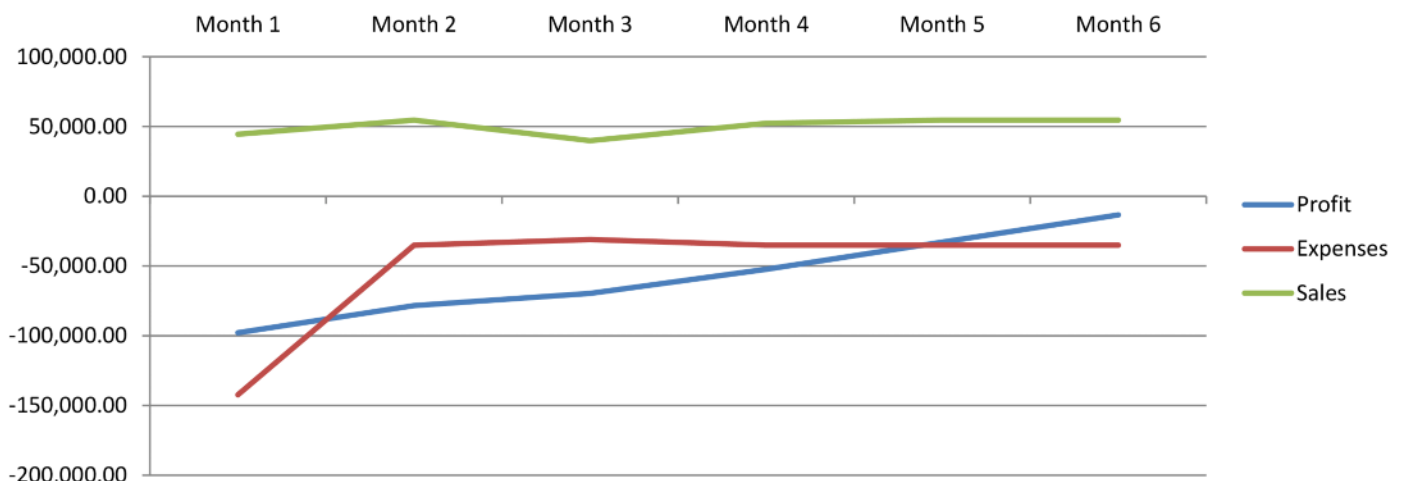


The spreadsheet shows how the team has performed. Can your teams borrow the money for their business and turn it into a profit?



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Sales, Expenses and Profit



<u>Month</u>	<u>Expenses</u>	<u>Sales</u>	<u>Monthly Profit</u>	<u>Profit</u>
Month 1	-142,313.72	44,465.70	-97,848.02	-97,848.02
Month 2	-35,104.97	54,549.00	19,444.03	-78,403.99
Month 3	-31,049.17	39,811.20	8,762.03	-69,641.96
Month 4	-35,049.17	52,311.09	17,261.93	-52,380.04
Month 5	-35,049.17	54,549.00	19,499.83	-32,880.20
Month 6	-35,049.17	54,549.00	19,499.83	-13,380.37
Cumulative Total	313,615.36	300,234.99	-13,380.37	

User's Comments

"We had a very successful sales seminar which everyone enjoyed. We especially enjoyed the business simulation game which taught everyone about the importance of making good decisions and how it affects the outcomes."

"An interesting way of combining all aspects of the 'real life' business strategy game in a short time. Each period had its rhythm and the tempo went faster when the deadlines approached! A very good way of exercising decision making in a team of different characters and skills. And it was fun!"

"I wanted a game than allows different departments experience what is like working in another department. This business game achieved that and more. Now the finance team appreciate what it is like for the sales team and the HR team appreciate how difficult it is at times for the 'frontline' staff."

"This business education game is popular with my students because they enjoy the management games - often without realising they are learning - by immersing themselves in the running of a business."

Buy this management game and use it many times; or we will run it for you. Please contact us for more information.

- Timing:** This training activity runs for 2 to 4 hours + a debrief
- Numbers:** Up to 4 teams with 3 to 8 participants in a team (for each business strategy game)
- Who:** Staff at any level and students at senior high school, colleges and universities
- PC required:** One computer (tablet or laptop) with Excel or similar program is required. You can email or send the P&L to participants or use a printer
- Licence Free:** When you buy this training material, there are no restrictions on the number of times you can use it
- Cost to buy:** £495 + delivery and VAT (if applicable).

For further information please contact:

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