



# Going for Profit

## .....Active Learning Exercise

---



### SUMMARY OF KEY POINTS

A highly effective business simulation that everyone can attempt. There are no complex financial calculations required but competing teams do have to make important business decisions.

#### Learning Provided

- Team Working
- Business acumen
- Advertising and marketing
- Pricing and basic finance
- Decision making

#### Target Audience

*Any group of up to 24 people who would benefit from learning the above skills.*

#### Timing

*The exercise takes 3-4 hours, including feedback and discussion.*

### About the game

Going For Profit! Pizza Panic (©Northgate Training Ltd) is a computer simulated business exercise for up to four teams who are involved in running a small business for four quarters.

Although the exercise is run on a computer the participants are not required to use it. Their focus is on organising themselves to work effectively as a team to make good business decisions.

The exercise involves tendering for a site for a pizza takeaway in an imaginary European city. A business strategy then has to be decided and on-going decisions on such things as shoplifting, advertising, staff wages, the product range and prices. These decisions have to be submitted at the end of each of four quarters on pre-printed decision forms. Because the exercise is interactive decisions need to be constantly reviewed to take account of the competition and other market influences - just like the real world of business.

Going For Profit manages to combine serious learning in a format that is great fun and thoroughly enjoyable. It is ideal for Away Days or to complement other training and development activities.

### How much does it cost?

We can supply you with the software and documentation allowing you repeated use for 595 GBP plus 9.50 GBP post and package.

Alternatively, we can provide an experienced facilitator, the computer equipment and run the exercise for you for 475\* GB Pounds for up to 12 people and 695\* GBP for up to 24 people. (For larger groups or to combine the exercise with other training or development please contact us.)

*\*The charge is plus the facilitator's travel expenses and VAT and based on clients providing a suitable venue.*

**For more information please contact us.**

Available from CERT Consultancy & Training - UK ☐  
Email: [info@cert-uk.info](mailto:info@cert-uk.info) Tel: 44 (0)1777 860835