Commodi-Tea

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Leadership - Teams - Communities

A fast paced, engaging and competitive business simulation...

Commodi-Tea provides an opportunity for your delegates to work within an ever-changing business environment. A trading simulation where teams are required to build relationships and strategically plan in order to trade and maximise profits for their team. Commodi-Tea is the ideal activity for training and development as key learning points can be taken from the activity and applied to a working environment during a post activity review.

How it works

At the start of the game, each trader is given information telling them the details of a preferred tea supplier contract they have with one of the major tea growing companies. These producers also have a contract with one other trader – an unknown competitor. The preferred supplier contract gives the right to purchase 5 tonnes of preferred tea whereas they may only buy 1 tonne of any other tea growers. They are also given an information card outlining the preferred trader of one of their competitors.

Tea Traders– (your delegates) which consist of 12 independent tea traders, who have four 'years' (20 minutes per year) to maximise their profit. Throughout the game, demands and information will change.

Suppliers – (Berrison staff) are the tea picking companies: who's prices are fixed at €200,000 per tonne when sold to customers.

Customers – (Berrison staff) The companies who require blends of two different types of tea. They also do not negotiate, only buy required blends for the year normally paid out at €1 million for every 2 tonnes of the required blend.

Start Up - 12 independent tea traders. Blend requirements of all customer groups are displayed. Customer groups will then buy stock of their preferred tea blend that are available in the market.

Year 2 - Merger. 4 syndicates of 3. Blend requirements of all customer groups are displayed. Customer groups will then buy stock of their preferred tea blend that are available in the market.

Year 3 - Each trader begins the year with the same information as the first - although the blend requirements may have changed from the previous year. Before the year end, a press release results in a change to the customers' blend requirements. This will mean that: two types of tea are excess to requirements, the remaining available tea in the market will increase in value, and there will have to be one off sale of extra tea supplies to fulfil demands.

Year 4 - No announcements on the blends required but, each trader will be given new information giving one half of the blend requirement of their most regular customer. There is enough information available in the room to predict the final blend requirements of all customers before they are displayed - seconds before purchasing begins - as long as traders are prepared to share information!

- Planning & Strategy
- Reacting to change
- Risk management
- Networking

24 - 240 | Learning & Development | 2-5 hours