



Dynamic! Interactive! Competitive! Great for business acumen and teamwork.

Pizza for Profit! 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.

How it works

First teams bid for one of the available pizza takeaways locations. They have differing appeal so teams need to know what customers they want to attract: students, theatre goers or families?

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.

Threats arise, health inspections and opportunities. Should teams invest in bike deliveries? The most profitable takeaway at the end of a maximum of four or 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! Virtual version also available!

Learning objectives

- Analyse basic business data
- Work as an effective management team
- Define the target market and satisfy its needs
- Analyse the competition
- Make logical business decisions
- Understand the importance of advertising, pricing and margins
- Work as a high-performing team



**VISIT
VILLBURG!**



6 - 72



Business
Simulation



3-4 hours
+ debrief

