



THE ENTREPRENEUR SIMULATION

- Start a business
- Assess market opportunities
- Serve your customers
- Set your strategy
- Product strategy
- Market activities
- Pricing strategy
- Staff resource and planning





ENTREPRENEUR SIMULATION

This simulation gives you the opportunity to be just that!

You are about to embark on a business journey, setting up and running your own business in a challenging and dynamic commercial environment. You and your team will be competing with other businesses in the same environment to be the most successful you will need to make tough decisions and keep a close eye on your competition!

You will play 4 rounds, each round will help you drive the success of your business by making you responsible for sales, marketing, products, pricing, staff, operations and finance. Your customers are expecting something special! A brand new shopping center. But remember you are here to make a profit, so keep your eye on the ball.

You will be provided with lots of information throughout the simulation to help understand how you are performing and what your competitors are up to. This information will help you make those tough decisions and delight your customers!

A balance scorecard will decide which team is the overall winner. This means balancing profit with customer service, staff morale and successful marketing, so keep thinking of the bigger picture.

Good luck!



KEY FEATURES



TIMING

30 to 60 minutes
per round



FACILITATION

Your Team
or EIE



STRUCTURE

4 Decision Rounds



COMPETITIVE

Play against peers or
virtual teams



REALISTIC

Authentic business
scenario & KPI's



AUTOMATED

Fully automated
results system



SCORECARD

Integrated to identify
the winners



FACILITATION

Your Team or EIE



SUPPORT

Full facilitator
support/resources

Our simulations deliver a complete business scenario including the interplay between each aspect of the business. They explore the challenges & risk of real-life business decisions, including the impact on each aspect of the business, conflicts, trade-offs, and potential financial outcomes.



Over the course of the entire simulation, participants will improve their understanding of the connections between the functional areas of the business and how they have an impact on one another.

Ultimately, participants find this a fun, challenging and rewarding experience, that they'll remember for years to come - and continues to draw on the business lessons they've experienced and learnt.

ADVANCED RESULTS SYSTEM

Our simulation system automatically prepares full feedback, results and reports. These are designed specifically to help recognise performance and also to evaluate the quality of participants business decisions. The simulations adopt a Balanced Scorecard approach to evaluate business performance. The overall score is based upon the team's ability to satisfy customers, generate profits, invest in the future, motivate employees, and create wealth for stockholders. The Balanced Scorecard also helps identify participants' strengths and weaknesses and compare them across the teams.

FLEXIBLE DELIVERY OPTIONS

Intensive Format

Our simulations can be run in an intensive format for programmes that are designed to run over half, 1, 2, or 3 days

Time Phased Format

This option enables the simulations to be run over a period of weeks enabling participants to continue with their daily tasks and responsibilities.

EASY TO USE

Our simulations have an intuitive look and feel. The step-by-step directions guide participants through the tasks they need to complete at each stage. Everything they need to know is at their fingertips, including a complete online manual written by Professors and Business experts.

EASY TO TAKE PART

Our simulations require no software downloads or installations, so there is often no need to involve your IT team. All you need is to use an Internet browser and a password to login to the simulation from any internet connected PC or device.

Participants are able to access our simulations from the office, hotel, home or even waiting for a train.

UNRIVALLED SUPPORT

Instructors support

All of our Business Simulations are available with full instructor Support throughout. For our facilitated simulations our experienced facilitation team will handle everything and ensure all goes smoothly on the day.

Technical Support

24 hours, 365 day online technical support is also available with our simulations - but you'll probably never use it!



98% would recommend to a colleague



Easy to self-facilitate

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