



# Burger RUN | Business Simulation

## Burger Run Business Simulation

Burger Run is a business simulation that has players assume the role of a CEO whose duty is to manage a fast food franchise against competition in the same city. The player who runs the most profitable business empire when time runs out is the winner.

### Skills and Benefits Participants Will Receive

- Learn the fundamental skills to manage a business on their own or as a group
- Understand the big picture of a corporation and the relationship between each business unit
- Develop an entrepreneurial spirit and resource management
- Keeping an eye on maximizing profit while still focused on sustainable business growth

### Suitable For

- Entrepreneurs or aspiring entrepreneurs and startups
- Executives, Managers, and Project Leaders to be trained on business management
- Those interested in strategic planning, decision making, competitor analysis, and resources management on a realistic level

“We shorten your learning curve and make it fun”



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## Business Simulation

As the CEO, players must decide who to recruit into their corporation be it chefs, delivery men, waitresses, marketing managers, or trainers in order to generate income and help grow the company. The simulation constantly challenges players to monitor market activities, competitor's actions, and their own resources and capabilities. Players must constantly ask themselves whether to compete on price or location, win customers through variety of products or service, hire talented employees at a high cost or rely on less skilled operators. These decisions ultimately dictate who will capture the fast food market in the city. Burger Run is a complete business simulation that covers the crucial aspects of the business such as Production, Sales, Marketing, Human Resources, Customer Service, and Distribution.

Throughout the day, our facilitators will step in to engage participants and debrief key business lessons directly related to their current functions. Thinking tools such as Business Model Canvas and 6 Thinking Hats will be used to ensure productive and meaningful discussions directly related to their business functions.

Burger Run can be fully customized to better relate to your industry such as manufacturing, retail, or service sectors to ensure a fully immersive experience for participants.

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## Duration

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|-------------------|--|
| <b>1/2</b><br>Day | for Burger Run Business Simulation alone                                     |
| <b>1</b><br>Day   | for Burger Run Business Simulation, Group Discussion, and Action Plan        |
| <b>2</b><br>Days  | for Burger Run Business Simulation, Group Discussion, and Strategic Planning |

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Contact us for a free demonstration.



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