1. Research
2. Product Design
3. Pricing
4. Marketing Promotions

Learning Outcome
Manage all the key elements of the business to penetrate the market.

5. Taking Control!

Group Size 2/3
Length 30mins+

Introduce the activity
This activity requires the learners to manage all the elements of the previous activities at the same time. They are provided with a business that will make a small amount of profit if enquiries are generated but the existing situation is not sustainable long-term.

Load the game – Apprentice-5

Share the brief
Direct the students to the Game menu button and ask them to select View Scenario Briefing. The briefing explains the tasks that they need to complete and the outcomes they can achieve if they are successful. It can be accessed at any time during the scenario for reference. Explain that the scenario runs for 10 months but that they can reload the scenario and start again if they experience major problems and time permits.

Activity

Background Information
This scenario requires the learners to manage all the key elements covered in the previous activities over a 10 month period. It’s constructed to provide them with every opportunity to succeed, but as with the other activities they will see significant variation across the group. The business advisor is activated in this scenario and will remind them if they are missing any of the key elements for success. Alternatively you may wish to direct them to the Solve a problem section accessed via the Advisor button on the menu bar. Here they will find guidance on dealing with specific issues that arise within the simulation.

Outcomes
Initially the target should be survival over the 10 months to the end of December. Although you can go beyond this date if you wish to extend the activity or differentiate for individuals/groups, they may learn more from recording their achievements and running the scenario again to make improvements on their progress. Where learners find success hard to come by encourage them to restart the scenario and consider what they can learn from their previous experience.

Resources
Essential Scenario: Apprentice 5