

# FMCG ProfitAbility

The Business Acumen Simulation  
for the  
FMCG industry

Learn the complexities of managing a FMCG business with the simulation programme used by global companies and leading Business Schools.

The programme is a board-based business simulation that brings to life how every employee in a FMCG organisation impacts business performance.

This engaging and challenging learning intervention is proven to be effective for people from a diverse range of roles to re-energise their personal impact on the performance of the business.

## What will participants do?

Each participant is part of a team, in competition with up to five other teams. Each team must make decisions a typical FMCG company would make: determining Cost of Goods and product pricing, making volume forecasts, optimising spend on A&P, hiring sales teams, strategising on market and product segments to compete in, extending credit terms to customers, financing investments in distribution chain assets and so on.

The goal is to outperform your competitors by creating more profit and value than them, while maintaining cash flow that is critical to the business.

The simulation is run over six business cycles over a period of 1 or 2 days.



“ This is one of the most effective programmes I have ever used at Nestlé, and totally unique. All the participants were totally engaged throughout, and their feedback - 9 and 10 out of 10 from every single person - speaks volumes. ”

**Bertrand Rajon**  
Programme Director, Nestlé  
Customised Business Acumen  
Programme for Nestlé

## Learning criteria

The programme teaches people exactly how profit is made, how cash flow is affected and how each individual can make a difference. In a competitive team challenge, participants navigate through the monthly sales and delivery cycles, and focus on the decisions that impact the financial success of their company.

The simulated market determines how profitable your decisions are throughout the day, interspersed with debriefs so participants can reflect on your company's performance and soak up the learning.

**PROFITABILITY**<sup>®</sup>  
Business Simulations

[www.profitability.com](http://www.profitability.com)

After each action cycle, participants receive teaching inputs based on the following subjects, followed by immediate application exercises:

## Profit vs Cash

How both are crucial to business growth and survival.

## Ratios

Which ones to use and how they help you manage the business.

## Case Study

A case study relevant to the industry or the client will be incorporated into the programme to re-inforce the learning. Case studies are licensed copies from top B-Schools adopting the Case Study method of learning pioneered by the Harvard Business School.

## Learning outcomes

- Know how and when you can add value to the business;
- How to interpret P&L statements and balance sheets;
- Understanding the financial consequences of each business decision;
- Gain a 'helicopter view' of how different parts of the business work;
- Dealing with a competitive market and links to the real world;
- Improved understanding of the key drivers of profitability and cash flow;

## About Profitability

Profitability designs and delivers customised business simulations for some of the world's leading companies. Our team based near Oxford, UK designs business simulations which change behaviour, and that deliver measurably improved business outcomes for some of the biggest global companies. Organisations such as Siemens, Nestlé, Roche, Sky and GKN trust us to develop the people they need to succeed.

Profitability has been recognised by Training Industry.com as one of the top training companies in Gamification for 2014, 2015 & 2016.



## Planning

What tools to use and how to analyse planned versus actual results.

## My Job

What I can do to create better financial and business results.

# Summary

## Who should attend ?

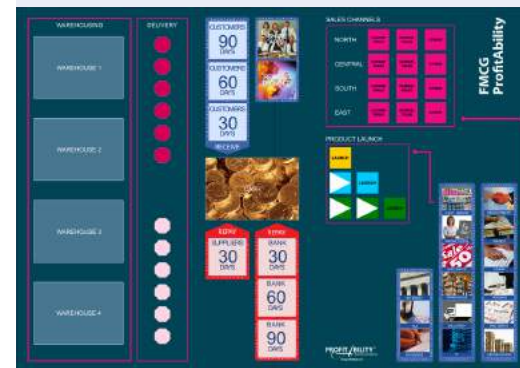
Top Talent, New & Seasoned Managers wanting to understand how to connect the dots of business in the real world.

## Class size

18-24

## Duration

1 - 2 Days , Customised to suit your needs



I would recommend this course to everyone working in an organisation - understanding finance and business gives a better idea of the wider picture - how the company is run as a whole.

**Beth Foster**  
Participant, Akzo Nobel

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