

Customising *Business on the Move*

There are significant business benefits from creating your own (branded) version of *Business on the Move* based on our Global Edition:

1. Enhanced (CSR) reputation, celebrating the importance of, and opportunities in, logistics and supply chains relevant to you.
2. Novel way to support local school(s) and demonstrate your commitment to young people's learning.
3. Low risk/high challenge staff development by engaging with local community
4. Very versatile resource, becoming increasingly popular as part of in-house training with apprentices, graduate entrants, other new recruits and experienced logisticians too.
5. It makes a fun corporate gift.

How your brand can feature in *Business on the Move*

Games can be '**actively customised**' in batches as small as 4 games **or** completely customised in a '**bespoke edition**' as long as a minimum order of 100 games is placed.

(1) **THE 'ACTIVE' OPTION:**

A pre-condition of taking up the 'Active Option' is a minimum order for 4 standard games costing 4 x £39 = **£156**. **Your customised element will be added to this cost.**

We **customise your games by incorporating your branding into these standard games** so that your brand becomes **an active part of game play ~ you choose** the particular option that best reflects the reality of your own organisation's role within supply chains.

This would create a class set of 4 games which you can either use internally for apprentice / graduate training or donate to a local school enabling 25-32 learners to play together.

We add to each set of 4 standard games:

- your branding so that it features actively in the playing of the game
- an adhesive label featuring your logo added to each box lid to highlight your organisation's commitment to young people's learning and development.
- a template press release for you edit and utilise as appropriate
- a voucher for a teacher/trainer to participate at no extra cost in any one of our 4 workshops during 2020
- a unique login to give a nominated teacher or trainer full and free access to more than 50 learning activities that can be downloaded from our Learning Zone, exercises developed by business and education professionals working in partnership and ideal for following up playing the game.



The **different ways** logos can be '**actively**' incorporated into play are described overleaf. **All cost the same, £249 (incl. vat) for 4 branded games, ideal for a class or group set.**

We therefore strongly recommend you choose option (a), (b), (c) or (d) according to which best matches your role in supply chain:

- (a) All businesses are customers for some products, be they retailers for stock to sell, manufacturers for components or logistics companies buying vehicle spare parts and office furniture.

In this option your company's logo (through an adhesive label) would feature as a **'Customer'** on the game board



Two linked Order cards are created requiring players to deliver containers to your dedicated space on the game board. The two Order cards feature your logo (replacing 'Development Opportunity' shown here). Pallet Order cards are also created which display your logo.



All we need is a high resolution image of your company logo. Your company would then become an integral part of playing the game as a 'Customer'.

- (b) If your business is, perhaps, a 3PL and/or has warehouses/storage depots, you may prefer to feature as a **'Distribution Centre'**. We can create larger adhesive logos to feature your business in one of the DC spaces on the game board.



The 'DC' space is virtually twice the size of a 'Customer' space on the board. Once again we would require a high resolution image of your logo to feature on the two customised Order cards we would create. There no Pallet cards associated with DCs in the game.

- (c) A third option is to feature as a multimodal freight business where one of the players 'runs your company', complete with your branded company base similar to this one:

All we need is a high resolution version of your company logo

This player would use the associated green planes, ships, trains and trucks. Other available colours are dark blue, white and yellow.

We can also provide, at extra cost, some other colours. Details are available on request.



Approach 1(c) particularly suits logistics businesses with their own transport.

- (d) It may well be that none of the three approaches above quite fits your business. A fourth way is to create a new and bespoke impact on game play that features your organisation. This approach opens up the opportunity to capture the more precise nature of your own company's involvement in supply chains. Discussion with yourselves would seek to determine the best way to bring what your organisation does into the way the game is played.

Some examples would be:-

- Adding some 'Air & Sea' cards that influence the movement of planes and ships.
- Similarly with 'Rail & Road' cards altering how trains and trucks can move.
- Devising some 'Skills' cards whereby investing in staff development improves business performance.
- Demonstrating how 'Electronic Data Interchange' (EDI), or new advances in supply chain thinking, can transform a business.
- Other bespoke cards, including their name, that imaginatively link how working with your organisation can positively benefit the operation and efficiency of global supply chains.
- Something so different we have not yet thought of it.....but you have an idea!

Approach 1(d) particularly suits organisations with a specific role within supply chains.

It is important to select the approach that provides the best fit for your business.

Taking up any of these four ways (1a, 1b, 1c or 1d) enables your brand to become an active part of game play by incorporating your business into the existing game. Approaches 1a, 1b and 1c cost £249 for a (class/group) set of 4 games. In the event that approach 1d is selected, we shall do our utmost to restrict the cost of the 4 games to £249, but please understand the final price will depend on the nature and extent of the changes desired. The £249 price includes vat.

P&P costs an extra £9 per order to anywhere on the UK mainland. Please email for other P&P costs.

(2) THE 'MAXI' OPTION:

The much more expensive “Maxi option” provides a fully bespoke game, built around your business with a bespoke edition of game board (min 100 games), customised to feature many of your business partners and/or your trading context.

This option customises not only the businesses featured but also the design of the central ‘map’ part of the game board. In this way you can make your organisation and geography the central focus of the game ~ see one such example below, part of the game board for Humberside in the UK.

This ‘MAXI’ option does cost significantly more but does provide the ultimate customised edition of *Business on the Move*, ideal for internal training programmes and sustained engagement with local schools.

This option gives you:-

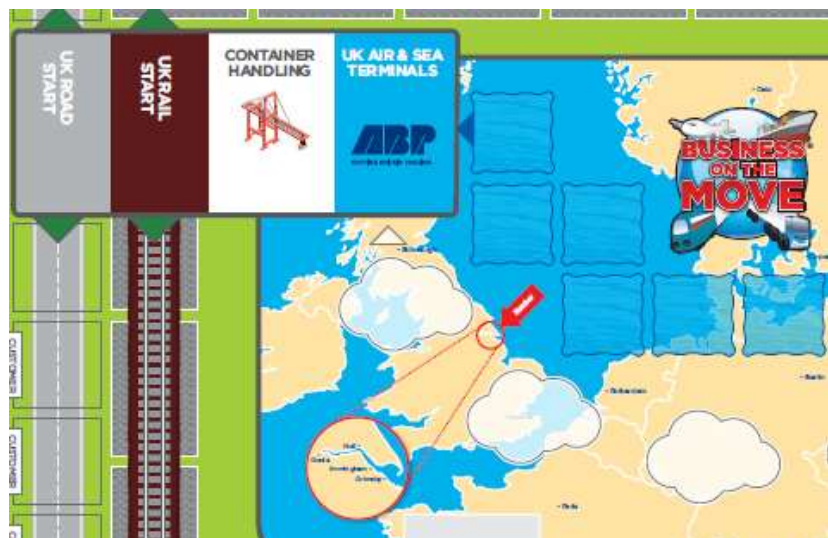
- a. bespoke game boards featuring 10-30 of your business partners; a completely new board is printed with your organisation as its focus and showcasing businesses/customers that you invite to participate.
- b. sets of 60 bespoke “Order cards” incorporating ‘Customer’ partners.
- c. sets of 18 bespoke “Pallet Order cards” incorporating ‘Customer’ partners.
- d. sets of 4 bespoke company bases (blue, green, white and yellow).
- e. adhesive box lid logo strips to highlight leading local sponsors/partners.

Approximate costings are:-

- **£8,510 - £11,440*** for 100 bespoke games

*Depending on the extent of customisation

Additional changes are also possible. Please note, however, that any such additions will add to the total cost.



This option, on the other hand, does offer the opportunity to share the cost by identifying 1-4 strategic partners to head up the programme and “offering/selling” dedicated spaces to local sponsors/customers.

For example: Attracting:-

- a) 2 strategic partners investing £3,000 each as leaders of the programme would generate £6,000. Strategic partners might be a regional Investment/Enterprise Partnership or University?
- b) 30 local sponsors/partners to contribute £199 each to showcase their logos in your own bespoke edition would additionally offset total costs by nearly another £6,000.

Two important pieces of advice, if you wish to consider this option, are:-

- Consider which parts of the current game you could leave as they are to reduce your costs and workload e.g. the \$ banknotes, some of the cards etc
- Agree on one organisation/individual prepared to coordinate the customisation process and liaise with us as the new game board develops.

Two workshops are also available to introduce the game

- a. **Half-day workshop** playing the game at different levels @ £250 plus vat (=£300 incl vat):
We first play Level One of the game and then introduce participants to the other six levels, which make the game very versatile and adaptable to meet the relative needs of primary school pupils, secondary students, apprentices and even experienced logisticians.
- b. **Full day workshop (as per half-day)** plus these extra elements to choose from @ £375 plus vat (=£450 incl vat):
 - i. Sampling the 50 learning activities, ideal follow-up exercises created with our sponsors.
 - ii. Exploring how employers are using the game in training programmes.
 - iii. Engaging with the community. The ‘Why’ and ‘How’ of using *Business on the Move* to develop links with your local schools and community groups.

If you wish to order any of these customised options, we recommend you contact us directly in the first instance before ordering online through our SHOP.

We can then discuss the high resolution images we shall need to ensure that everything proceeds smoothly and that you get the bespoke game your organisation will be proud of.

**Contact either Patricia via pat@businessonthemove.org
or Andy via andy@businessonthemove**