

Customising *Business on the Move*

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

1. Enhanced (CSR) reputation, incorporating (local) brands into the game and 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, ideal for use not only in the classroom but also as part of in-house training.
5. It makes a fun corporate gift!

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 2020-21.
- 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.



We also create two bespoke Order cards requiring players to deliver containers and pallets to your featured space on the game board.

The two Order cards also feature your logo. For example, these are the two Order cards created for Uniserve.



Two Pallet Order cards are additionally created looking similar to this one.



All we need are high resolution images of your company logo.

Your business then becomes an integral part of playing the game along with all the other businesses featured around the edge of the game board.

- (b) If your business is a 'Distribution Centre', we can create a larger adhesive logo to feature your logo in one of the four DC spaces on the board where players can 'break bulk'.

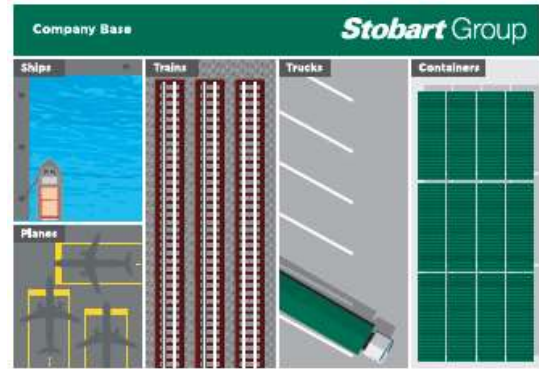


The 'DC' space is virtually twice the size of a 'Customer' space on the board. Once again we would require a high resolution image of your logo to feature on your two customised Order cards we would create for deliveries to your DC. There no Pallet cards associated with DCs in the game.

- (c) As a **'Multimodal logistics business'** where one of the players 'runs your company', complete with branded company base similar to this one:

For this option we simply need is a high resolution version of your company logo

This player would use (darker) green planes, ships, trains and trucks, exactly as in the current game.



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

- (d) This option is for **UK manufacturers and producers only**, ideally suited to a British business that exports its products overseas.

Once again we require a high resolution version of your logo which will then feature as the UK Factory on the game board, flying the flag for the UK by representing British manufacturing.

Some specially worded cards agreed with you are also incorporated to ensure your business is appropriately featured in active game play.



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. All cost £249 for a (class/group) set of 4 games and this price includes vat.

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

(2) THE MAXI CUSTOMISED OPTION ~ a bespoke edition of game board (min 100 games):

The final option is to create a completely bespoke board, customised to feature many of your business partners.

Ideally suited to specific regions of the UK or a specific corporate edition, 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 example overleaf of part of the Humber board.

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.

Typically it may include:

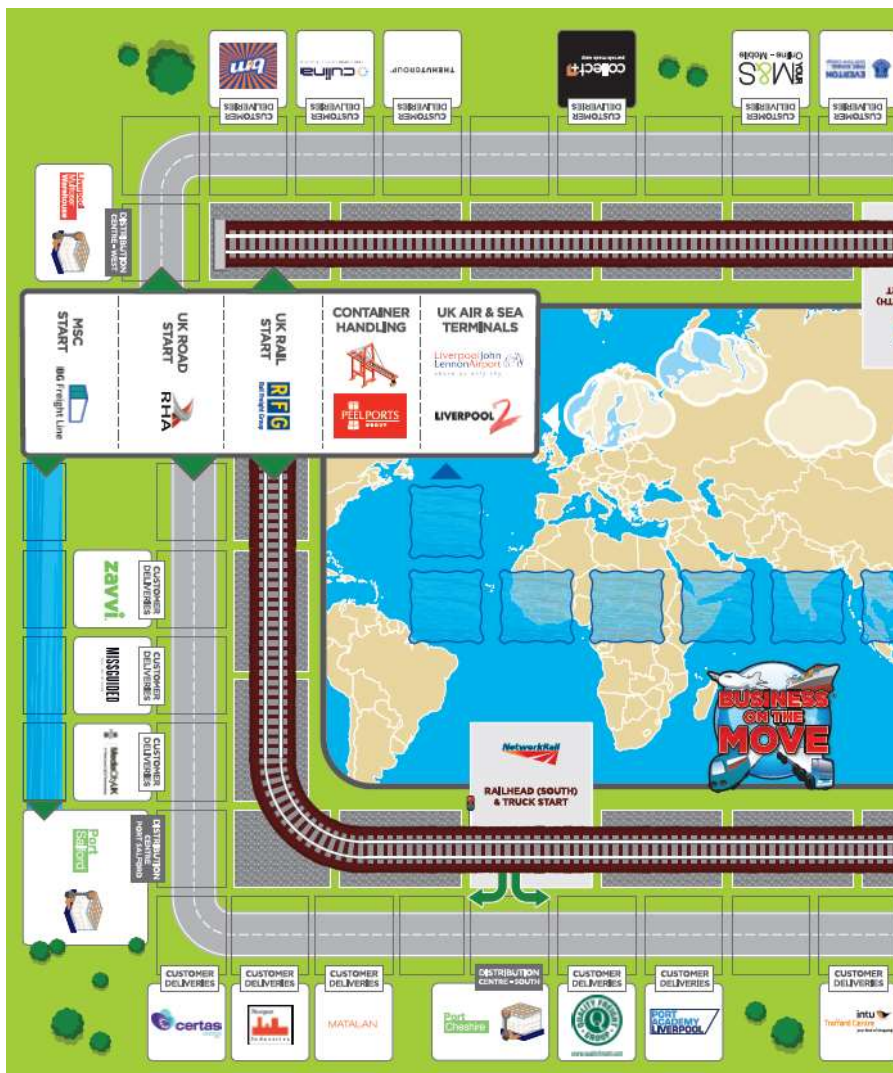
- a. bespoke game boards featuring 10-30 of your business partners; a completely new board is printed with your organisation as its focus and showcasing businesses/customers that you invite to participate.
- b. sets of 60 bespoke “Order cards” incorporating ‘Customer’ partners.
- c. sets of 18 bespoke “Pallet Order cards” incorporating ‘Customer’ partners.
- d. sets of 4 bespoke company bases (blue, green, white or yellow).
- e. pairs of adhesive box lid logo strips to highlight leading local sponsors/partners.
- f. **£8,510 - £11,440* for 100 bespoke games** incl.p&p.

**Depending on the extent of customisation*

This option also has the added attraction of creating the possibility to share its costs by “offering/selling” dedicated spaces to partners/customers.

e.g. attracting 30 local sponsors/partners to contribute £150 each to showcase their logos in your own edition would offset total costs by £4,500.

Your Local Enterprise Partnership or university might also support such a project.



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

(1) reduce the size of your task by retaining some of the current logos, especially those national retailers recognised by young people

(2) agree on an 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.

Please note, however, that purchasers of a **bespoke edition** of game board (min 100 games) automatically receive either workshop, according to their preferences, as part of their bespoke price.

Otherwise the prices are:-

- 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 rather than 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**