

## Business Strategy ♦ Business Finance ♦ Interpersonal Skills ♦ Departmental Functional Relationships

Whurps is a flexible business simulation structured around the use of dice, with different modes of play to complement your training goals. In its simplest version, the game focuses on examining basic economic relationships, illustrating why companies need to balance Production and Marketing to achieve success. Played in its more complex form, Whurps creates a competitive situation between individuals or teams allowing for takeovers and the creation of new corporate groups.

### Objectives

Participants will be able to:

- Relate to the basic concepts of business economics and competitive strategy.
- Recognise the necessity of a financial plan to keep production and marketing in balance.
- Monitor the key factors that force constant reassessment within a changing environment.
- Assess the dynamics of inter-personal relationships within the team.



### How it works

The tutor can participate as a team member where only one team is playing, or facilitate for larger groups, observing behaviours and acting as the data recorder. Players will need to make decisions about production and marketing, and devise an integrated strategy that allows for cost-effective production, adequate sales volume and profitable results. Over a number of rounds the players make decisions, compare the actual situation with their expected outcome, and calculate their financial results. Where multiple teams are playing, the takeover mechanism allows a team whose cash reserves are sufficient to stage a takeover, creating a group of companies in which the chairman is responsible for determining the group's strategy and preparing the consolidated results.

### What participants will be doing

Whurps uses ordinary spot dice and special 'Whurps' dice. Individual participants or teams act as imaginary companies producing a product - the WHURP. Players decide how many Whurps they will try to make and sell, setting pricing levels and advertising spend. Actual production and sales levels are determined by a throw (or throws) of the dice. Players making their decisions based on their assessment of probable outcomes. Depending on their degree of success, players will seek to take over other companies, or resist being taken over themselves. In the later stages of the game, they may find themselves directing the affairs of a corporate group, or operating as a member company.

### For what levels is it appropriate?

As an exercise in business economics, Whurps is suitable for junior managers. Used as an exercise in competitive strategy and inter-personal communication, it is suitable for anyone.

### Duration

Between one and three hours, depending on the mode of play and the focus of the activity.

### The package

Includes tutor manual, player instructions, record sheets, dice, and all supporting documentation. The re-usable activity costs **£270.00** plus Vat and postage