

Beer Business Value Chain™

A business simulation that helps participants understand how operational, commercial and financial decisions interact across the entire value chain.



Have you ever noticed how decisions made in one part of the business often create unexpected consequences somewhere else? A pricing decision affects demand, demand affects production, production affects inventory, inventory affects cash flow, and ultimately every decision influences business performance.

Beer Business Value Chain™ is an immersive board-based business simulation that allows participants to run a beer manufacturing and distribution business in a realistic competitive market. The simulation helps participants develop a broader business perspective and understand how operational, commercial and financial decisions combine to create—or destroy—value.

Beer Business Value Chain TM

• Who is it for?

- Finance professionals seeking stronger commercial understanding
- Managers and specialists working across the value chain
- Operations, supply chain and manufacturing teams
- Commercial and business leaders in FMCG environments
- Cross-functional teams looking to strengthen business acumen and collaboration

• What will you learn?

How to...

- understand the interdependencies between operations, sales, finance and supply chain activities
- evaluate business decisions through both operational and financial lenses
- balance growth opportunities with resource constraints and business risk
- manage working capital, cash flow and profitability more effectively
- identify the drivers of long-term business and shareholder value

• What to expect?

- An immersive board-based business simulation based on the realities of the beer and FMCG industry
- Hands-on experience managing sourcing, production, inventory, sales and financial performance
- Multiple business cycles where teams compete in a dynamic and changing market
- Practical exposure to capacity management, market strategy, pricing, investment and resource allocation decisions

• How is it delivered?

FORMAT

In-class

DURATION

2 days

COHORT

Groups of 16–24
participants