



---

# ***BUSINESS ON THE MOVE***

A board game that lets you run your own logistics company and learn the basics of global supply chains.

---



Gamification in eLearning is fast emerging as an effective technique to engage learners. It not only makes learning fun, but also aids learners in grasping difficult concepts easily compared to traditional learning. 21CC Education's digital version of Business on the Move applies and also helps you decode these principles in a fun and interactive manner.

## What's Business on the Move all about?

Players run a global logistics company and learn:

- How global supply chains operate,
- The multimodal nature of international freight movements,
- The importance of delivering the right goods to the right place,
- Why it is vital to plan ahead and be in the best position to cope with unexpected situations.



## The winner of the game is....



The fastest



The most profitable



The business with the lowest carbon footprint

# Learning Goals



- See the big picture of logistics.
- Understand what multi-modality is - the principle of optimizing transportation modes.
- Recognise the interrelationships between cash flow, profit & loss and a balance sheet.
- Learn how to anticipate and plan for disruptive situations.

## What are the benefits to your organization?



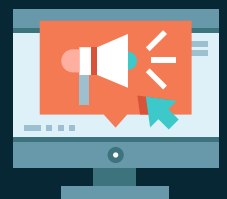
Efficient, mobile, interactive and a fun way to attract new talent.



Modern engagement with the company.

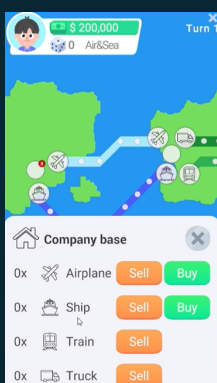


New and gamified connection between staff/employees.

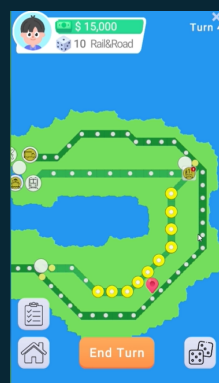


Promotes your company to new audiences.

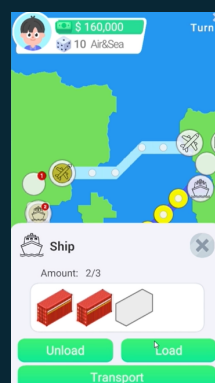
## Digital version of the game



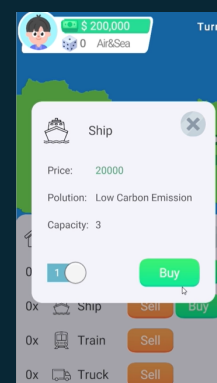
Purchase vehicles to suit your business.



Fulfil your orders based on your budget.



Manage your container loads to optimize your shipment.



Buy assets to improve your logistics operations.

# Feedback from the Business Players

---

“The potential audience is wider than just young people at school. The game can be used to introduce people of all ages, including trainees, to the supply chain concept.”

- Logistics Manager at Tesco, Daventry

"Though we played only the first level, it was great, useful, funny, educative and interesting! My staff talked about the game the whole morning and discussed different strategies they used."

- Director of a supply chain business in Moscow

"CHEP is impressed by the way Business on the Move manages to combine the sophistication of the supply chain with the simplicity and fun any game needs to work."

- HR Director, CHEP UK & Ireland

## Growth Possibilities

---



Understand the principle of sustainable logistics.

Ensure topical scenarios such as carbon emissions, new technology, insurance claims and investing in skills are integral to game play.

Develop operational skills. Seamlessly organise sophisticated freight movements requiring understanding of two-way trade, return orders, reverse logistics and equipment imbalances.

## Let the games begin!

---

Get in touch with us at:  
info@21cceducation.com  
Follow us on:

