

## **Battle of the Blues**

~ It's a war game between Cambridge and Oxford MBAs for 'Designer Foods' ~

On 30 April 2012 MBA students from Cambridge Judge Business School, University of Cambridge, and Saïd Business School, University of Oxford will be battling against each other in a strategic 'war game' in the battle for 'designer foods'. Who will win, big pharma or consumer goods?

Rivalry between pharmaceutical and food companies and their nutritional products has created a 'nutraceutical' market which is defying the current global economic downturn. Some analysts argue that is because consumers are turning to these super foods with medicinal properties as a means of improving their health, potentially reducing society's overall healthcare costs.

Over the next decade, Nestlé plans to invest over half a billion dollars towards creating a stand-alone health science business and similarly, over the last 10 years, Danone has its portfolio on nutrition giving it a decisive stronghold in the areas of health and nutrition. GSK has successfully launched several of its nutritional beverage products in China and India, adding significant revenue growth to its consumer business and Abbott is also likely to expand its consumer products portfolio.

Representing these four well-known global food and pharmaceutical companies – Abbott Nutrition, Danone, GSK Consumer Healthcare and Nestlé Health Science – two sets of MBA students from each School will take part in 'The Battle for Designer Foods'.

Set to take place at Saïd Business School, the strategy event has been organised and sponsored by research and consulting firm Fuld & Company, who runs war games for FTSE 100 and Fortune 1000 companies around the globe, and who will facilitate the game.

The aim is to help the students understand a company's competitive situation, anticipate competitor actions, predict likely marketplace reactions, evaluate strategy, make successful decisions and avoid costly mis-steps. Each team will develop a competitive strategy for the company they are representing to present to the other three teams, who will have the opportunity to provide crucial analysis and critique. The teams, who are allowed to talk to each other and negotiate deals, will return to the forum to present and critique each other's final strategies.

Following each presentation, the judging panel will rate how each team has performed, with Fuld & Company awarding the winning team a £3,000 prize to be equally distributed to each team member. The four companies being represented will be present at the event and the students will be in effect enacting a live consultancy project, where elements of the strategies they come up with may indeed be adopted.

Dr Jochen Runde, MBA Director at Cambridge Judge Business School said:

“War games are a highly effective tool for learning about business strategy, and all the more so when the stakes are as high as they always are when Oxford and Cambridge compete. The competition is unique for how it introduces the realities of representing real firms operating in the nutraceutical sector, within a simulated game-theoretic framework that forces competitors to think deeply about what their rivals may be up to. Our students will learn a great deal, and odds are that the participating companies will do so too.”

Peter Tufano, Peter Moores Dean at Saïd Business School said:

“The ‘Battle of the Blues’ is a valuable opportunity for students from Oxford and Cambridge to formulate ideas and discuss strategic issues relating to the emerging field of designer foods. Working in a competitive setting, with advice from leading business experts from the sector, the competition will allow the students to develop their skills and demonstrate the considerable talent at our schools. We are delighted to be working with Cambridge in this way to enhance the students’ understanding of strategy in practice.”

Leonard Fuld, President of Fuld & Company, commented:

“What is fascinating to me is how these business school teams accurately forecast market events – often far better than Wall Street analysts. These sessions – and this is the ninth one we have run in as many years – demonstrate how powerful a war game can be to help a company determine its strategic options. I look forward to seeing the ‘Battle of Blues’ war game and to gaining new insights and strategies for the nutraceuticals market.”

~~~ ENDS ~~~

**Find out more about the companies involved:**

- Abbott Nutrition  
[www.abbottnutritionuk.com](http://www.abbottnutritionuk.com)
- Danone  
[www.danone.co.uk](http://www.danone.co.uk)
- GSK Consumer Healthcare Nestle Health Science  
[www.gsk.com/products/consumer-healthcare](http://www.gsk.com/products/consumer-healthcare)
- Nestle Health Science  
[www.nestlehealthscience.com](http://www.nestlehealthscience.com)

**About Cambridge Judge Business School, University of Cambridge**

Cambridge Judge Business School is internationally recognised as one of the leading providers of innovative, intellectually challenging and practical business management education across a portfolio of undergraduate, graduate and executive programmes. As a fully integrated department of a world-renowned university, Cambridge Judge Business School hosts one of the largest concentrations of interdisciplinary business and management research activity in Europe. Built on an ethos of collaboration, the School is a

unique place where policy makers, regulators, industry leaders, not for profit organisations, entrepreneurs and academics can meet, interact and share ideas. Cambridge Judge Business School delivers business education for the 21st Century networked economy, fostering collaborative leadership skills, developing communities of partners to meet the challenges of the new global business landscape. Ranked 26th in the 2012 FT Global Rankings of business schools, 33rd in the 2011 Economist Intelligence Unit Global MBA Rankings, 10<sup>th</sup> in the Bloomberg Businessweek 2010 Best International Business School Rankings and 5th in the 2011 Forbes Global Rankings for one year MBA programmes, the Cambridge MBA sits alongside the very best in the world.

For more information, see [www.jbs.cam.ac.uk](http://www.jbs.cam.ac.uk)

### **About Saïd Business School**

Established in 1996, the Saïd Business School is one of Europe's youngest and most entrepreneurial business schools with a reputation for innovative business education. An integral part of Oxford University, the School embodies the academic rigour and forward thinking that has made Oxford a world leader in education and research. The School has an established reputation for research in a wide range of areas, including finance and accounting, organisational analysis, international management, strategy and operations management. The School is dedicated to developing a new generation of business leaders and entrepreneurs and conducting research not only into the nature of business, but the connections between business and the wider world. In the Financial Times European Business School ranking (Dec 2011) Saïd is ranked 10<sup>th</sup>. It is ranked number one in the UK (11<sup>th</sup> worldwide) in the FT's combined ranking of Executive Education programmes (May 2011) and 20<sup>th</sup> in the world in the FT ranking of MBA programmes (Jan 2012). The Oxford MSc in Financial Economics is ranked 4<sup>th</sup> in the world in the 2011 FT ranking of Masters in Finance programmes (June 2011). In the UK university league tables it is ranked first of all UK universities for undergraduate business and management in *The Guardian* (May 2011) and has ranked first in eight of the last nine years in The Times.

For more information, see [www.sbs.ox.ac.uk](http://www.sbs.ox.ac.uk)

### **Contacts:**

Aislinn Ryan, Head of Press and PR

Direct telephone: +44 (0) 1223 339608

Email: [a.ryan@jbs.cam.ac.uk](mailto:a.ryan@jbs.cam.ac.uk) or [press-publicity@jbs.cam.ac.uk](mailto:press-publicity@jbs.cam.ac.uk)

Josie Powell, Public Relations Coordinator

Direct telephone: +44 (0) 1865 422573

Email: [josie.powell@sbs.ox.ac.uk](mailto:josie.powell@sbs.ox.ac.uk) or [pressoffice@sbs.ox.ac.uk](mailto:pressoffice@sbs.ox.ac.uk)