**How can you create a product that meets the customer needs in the profitable and ethical way?**

**Connect:** Introduce challenge. Look at previous ideas (found a couple of lists, but you probably have better ones)

* <https://medium.com/due/the-ultimate-guide-to-teen-entrepreneurship-20-small-business-ideas-for-high-schoolers-da9f73fedc47>
* [https://www.shopify.com/blog/business-ideas-for-teens#](https://www.shopify.com/blog/business-ideas-for-teens)

Need to set rules to do with finance. Is there a limit to the initial stake they can put in? Do they give all the profits back to you to split between the prizes and the charity, or can they keep a percentage? What percentage of the profits will go to the charity? What will the prize categories be?

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|  | **Week beginning** | **Lessons** | **Y10 business ideas to revisit in club** | **Club activities** | **Comments** |
|  |  | Intro to course |  |  |  |
| 1 | 18.09 | **Ethics, the environment and business.** Ethics, sustainability, environment & profit | The role of the business enterprise  Business aims and objectives  [Non-financial aims: personal satisfaction, independence, challenge, social objectives (Catholic Social Teaching), control]  Risk and reward  Consumer rights, health & safety | **Connect:** Intro challenge and brainstorm ideas for small business. Look at previous years, and options from other schools. Key info (e.g. profits to charity after prizes, prize categories and levels – maybe % of profits to make sure some goes to charity and incentivise profit making?).  Suggest they post ideas on class team for charity to support. Vote in week 4.  Define very broad business aims for everyone (revisit later in plan)  Ethics. Health & safety. RULES! |  |
| 2 | 23.09 | **Ethics, the environment and business.** Pressure groups and impact on marketing mix. Product in the marketing mix. The design mix | The role of the entrepreneur  Customer needs  Competitive environment – gaps in the market | **Connect:** Form teams. Decide roles: CEO, finance, marketing, production, sales… No team name yet as that might be determined by product.  Brainstorm ideas for products. Mind map? Pick 3 and do a SWOT analysis for each. |  |
| 3 | 30.09 | **Product.** Product Life Cycle  Product Differentiation | Market research  Market segmentation & Market mapping | Vote on charity.  General discussion on practicalities of market research.  **Wonder:** How can we identify our target market? What do we need to know before we can firmly decide on our product and price? How will we know if demand is there?  Identify key questions | Open Day week |
| 4 | 07.10 | **Price.** Pricing strategies | Market research | **Investigate:** Plan market research (to conduct outside lessons and club)  Is there anything you need to do over half term? E.g. things to order or make? Identifying costs?  Think about company name and brand over HT. |  |
| 5 | 14.10 | **Price.** Influences on pricing strategies- tech, competition, market segments, PLC.  **Promotion.** Advertising, Sponsorship,  Product trials, Special Offers, Branding  **Promotion.** Targeted advertising online  Viral advertising- social media  E-newsletters | Revenue, costs and profit  Pricing strategies  Break-even, margin of safety  Cash flow  Sources of business finances | Keeping financial records.  Identifying costs.  **Investigate:** Identify, investigate and record the fixed and variable costs for *your* business  **Construct:** Begin to create a business plan. How will you price your product? What level of profit are you hoping to make? Where will the initial funds come from? Should include an element of time planning listing all the processes involved.  Is there anything you need to do over half term? E.g. things to order or make? Identifying costs?  Think about company name and brand over HT. |  |
|  | *21.10* |  |  |  | *Only half week (M-W lunch)* |
| *6* | 04.11 | **Promotion.** Targeted advertising online  Viral advertising- social media  E-newsletters | Break-even, margin of safety  Cash flow  Sources of business finances | **Construct:** Begin to create a business plan. How will you price your product? What level of profit are you hoping to make? Where will the initial funds come from? Should include an element of time planning listing all the processes involved. |  |
| 7 | 11.11 | **Place.** Methods of distribution  Retails and e-tailers | Marketing mix: Product, price, promotion, place | **Express:** Complete business plan. Start planning promotion (should now have product & price). Develop company name and brand. Consider place – where and when will you promote and sell your product? |  |
| 8 | 18.11 | **Marketing Mix and business decisions** Competitive Advantage  Integrated Marketing Mix |  | **Express:** Continue work on promotion. Finalise business plan |  |
| 9 | 25.11 | **Technology, productivity & production.** Balancing cost Quality  Flexibility  Productivity.  **Managing stock**  Bar gate stock graphs  Just in time stock control |  | **Express:** Run business. Start company report. |  |
| 10 | 02.12 | Mini Enterprise Projects:  ***Reflect:*** *Writing a company report. Should include financial records (income statement?) & business plan, plus a very short Dragon’s Den presentation to class explaining why someone should invest in this business.* |  | **Reflect:** Wrapping up |  |
| *11* | 09.12 | Mini Enterprise Projects: Showcase work – **Dragon’s Den style presentations.** Class decide who to award their money to. This is *one* of prize categories. Others are teacher determined. |  | Reflect |  |