



It's Christmas Time



It's Christmas Time

Starter

- What do you think a business is?
- Write down as many businesses that you can in one minute.



It's Christmas Time

LO: I can recognise the difference between a good and a service.



It's Christmas Time

- Do the businesses below sell goods or services?

Goods or Services

- A business makes money by producing or buying and selling a good (product) or service.
- A **good** is something that you can buy and physically hold in your hand.
- A **service** is something that you can buy but are unable to physically hold in your hand.






It's Christmas Time

LO: I can undertake a business challenge within our class.



It's Christmas Time



It's Christmas Time Scenario

- You are going to research, plan, make, promote and sell a product.
- Your **product** should be **Christmas/Winter related**.
- Your **product** will be sold at a Class/Year/School Sale/Fair.
- You are going to form a small businesses within your class.
- You are in **competition** with the other small businesses in your class.
- Each small business will be given £? to buy the resources needed to make your product.
- You may be asked to buy your resources with your allocated money, or you may be able to use some materials from the Class Resources Bank.
- Think of a team name – this will be the name of your small business.



It's Christmas Time

LO: I know the functions that a business needs to operate.



It's Christmas Time

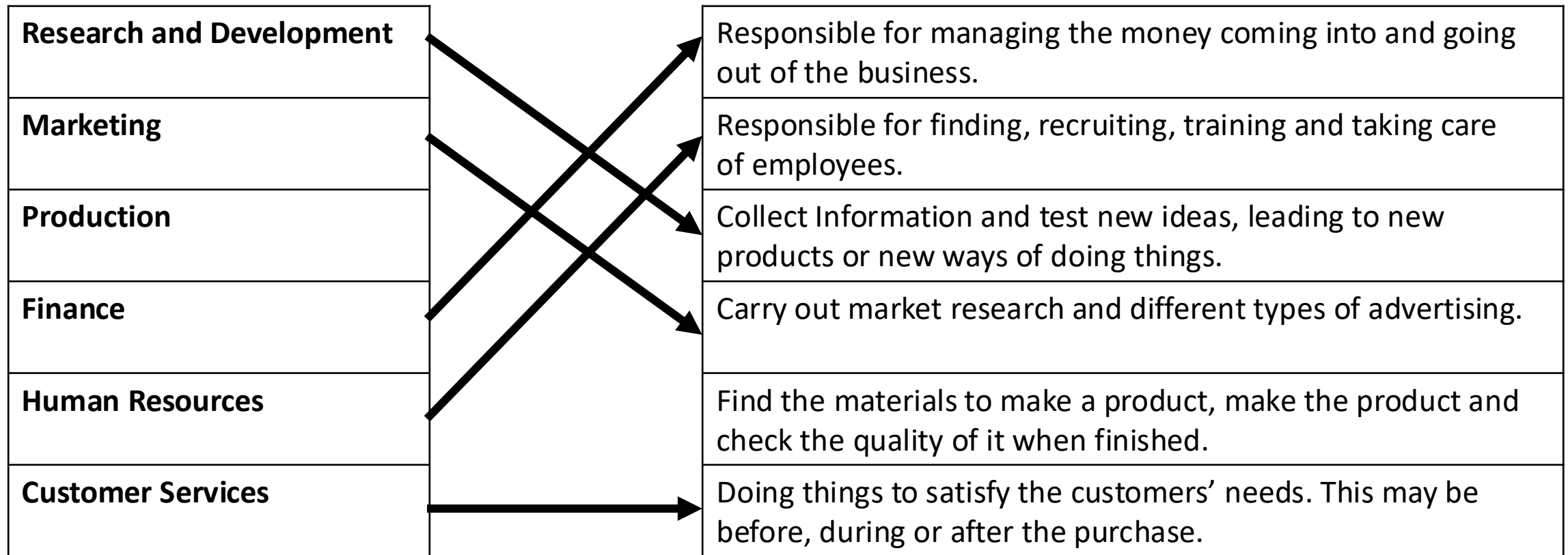
Functions of a Business

- Businesses have departments (functions) or people who work in certain areas doing a variety of jobs.
- Can you match the department to the description of what they do?

Research and Development	Responsible for managing the money coming into and going out of the business.
Marketing	Responsible for finding, recruiting, training and taking care of of employees.
Production	Collect information and test new ideas, leading to new products or new ways of doing things.
Finance	Carry out market research and different types of advertising.
Human Resources	Find the materials to make a product, make the product and check the quality of it when finished.
Customer Services	Doing things to satisfy the customers' needs. This may be before, during or after the purchase.

It's Christmas Time

Were you correct?





It's Christmas Time

LO: I understand what an objective is and can think of my own personal one.





It's Christmas Time



Objectives

- What is an objective?
- Discuss in your small business, what do you think is a definition of an objective?

THEN

- Think about what is a personal objective for you.
 - How are you going to reach this objective?
 - What will you have to do?
- Tell your partner your objective.
- If comfortable, share your objective with the rest of the class.

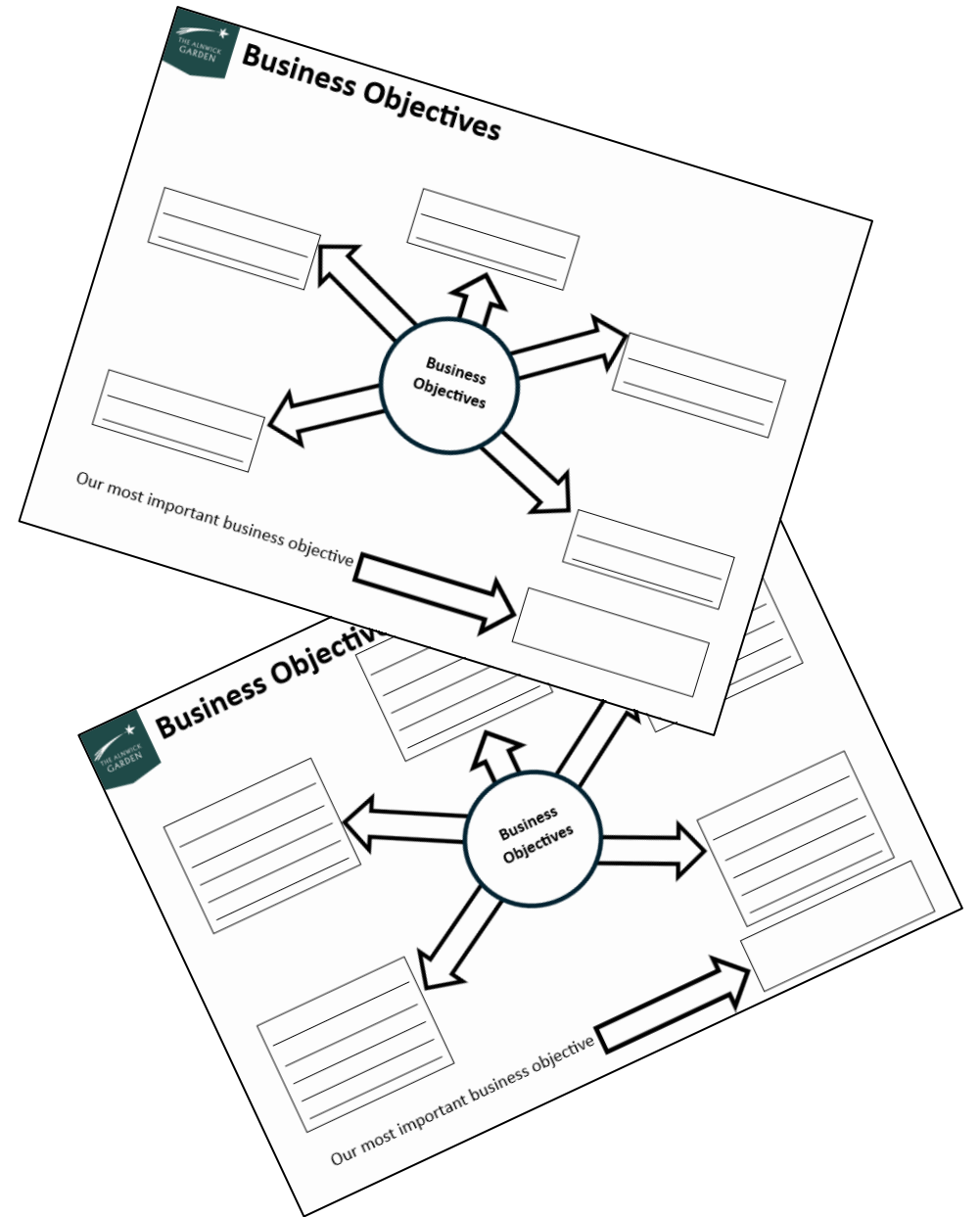
It's Christmas Time

LO: I can name and explain the objectives of a business.



Business Objectives

- What do you think are the main objectives of a business?
- Watch the video to help <https://www.bbc.co.uk/bitesize/guides/zsv9fcw/video>
- Working together in your group, write your ideas on the Objectives Activity Sheet.
- You should then decide, which objective do you think is the most important for your business.





It's Christmas Time

LO: I can identify the skills required to be an entrepreneur.



Entrepreneur

What do you think the word entrepreneur means?

Within your groups you are going to rank the skills required for your business in order.

Business Enterprise Skills	
Creativity and innovation	Staying positive
Working in a team	Aiming high
Leadership	Financial Literacy
Listening carefully	Organising and planning
Sharing ideas	Using initiative
Problem-solving	Negotiation
Using imagination	Taking risks



It's Christmas Time

LO: As a team, we will decide what our product will be by using enterprise skills and research.



It's Christmas Time

Decide on the product that you are going to produce and sell

- Your product should be garden related.
- You need to decide in your small business what you are going to produce.
- Remember how much money you have to spend.
- You may want to use textbooks, magazines or the internet to help you further. This is called **secondary research**.

It's Christmas Time

Decide on the product that you are going to make and sell

Ideas could include:

- Decorated Christmas plant pots
- Decorated Christmas candles
- Tea light holders
- Pom Pom/felt animals – robins, reindeer etc
- Decorated Christmas Pebbles
- Paintings – snow landscape, holly, angels etc
- Gift tags / Wrapping paper
- Log reindeers
- Wreaths /Garlands
- Sweets / Biscuits
- Decorated baubles
- Salt dough Christmas decorations

Our Product

Business Name: _____



Idea:	Source: Name of magazine, website etc

Our Decision:

Reasons: 1. _____

2. _____

3. _____



It's Christmas Time

**LO: We can design
our product.**



Research and Development – Plan and Design your Product

- You are now ready to design your product.
- You will need to design your product and decide the materials that you are going to use to make your product.
- Again, you can use textbooks, magazines or the internet to help you with this.
- A detailed drawing should be made of your product.
- Label your drawing showing the materials to be used, sizes and colours.
- You should also include instructions on how you are going to produce your product – sewing, glue etc.
- At this stage, your product should be drawn to scale as much as possible.



It's Christmas Time

LO: We can research the materials to find/purchase to produce our product and the costings associated with these.





It's Christmas Time

Finance

- Now that you have designed your product you will need to think about how to spend your start up money in order to produce the goods to sell.
- Using the internet, you will have to find out the cost of your product to make (how much are the **materials** to make it)?
- Think about the number of products you are going to produce.
- Now, place your order of raw materials – make sure that you have enough to produce all the products you want
- List them on your Materials and Money Activity Sheet.
- **Materials may be available for you to buy from the Resources Shop rather than having to find your materials online.**



It's Christmas Time

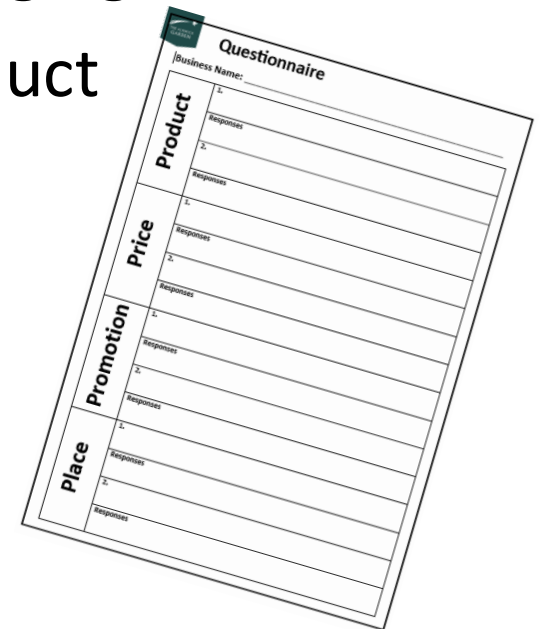
LO: We can conduct market research to find out what people think about our product.



It's Marketing – Market Research

- Using the design drawing of your product, ask some people questions about your product. This is called **primary research**.
- Product – do they like the design of your product?
- Price – do they think it will sell for the price you are charging?
- Promotion – where/how would they like to see the product advertised?
- Place – where would they buy your product from?

These are called the 4Ps or Marketing Mix.



Questionnaire

Business Name: _____

Product	Price	Promotion	Place
1. Response _____	1. Response _____	1. Response _____	1. Response _____
2. Response _____	2. Response _____	2. Response _____	2. Response _____



It's Christmas Time

LO: We can advertise our product to encourage people to buy it.



Marketing - Advertising

- What do you need to include in your advert?
- Who are you going to advertise it to?
- What do you think is the best way to advertise?
- How you will advertise your product (leaflet, flyers, poster, newsletter etc.)
- What will your advertisement look like?
- Design and produce your advert.



It's Christmas Time

LO: We can produce our product to sell.



Production

- You are to make your products to sell – you should have all of the materials required to make your finished product.
- Do not rush – take your time.
- Remember, these products are to be sold.
- Decide in your team the best way to make your products
 - You all make them from start to finish
 - You all have one job that you repeat like a production line
- They should all be almost the same.
- You could take photographs of your finished products to include in your advertisements.



It's Christmas Time

LO: We can sell our product to our customers.



It's Christmas Time

Customer Service - Selling

- You are now ready to sell your products.
- Remember to refer to your decided business objective.



It's Christmas Time

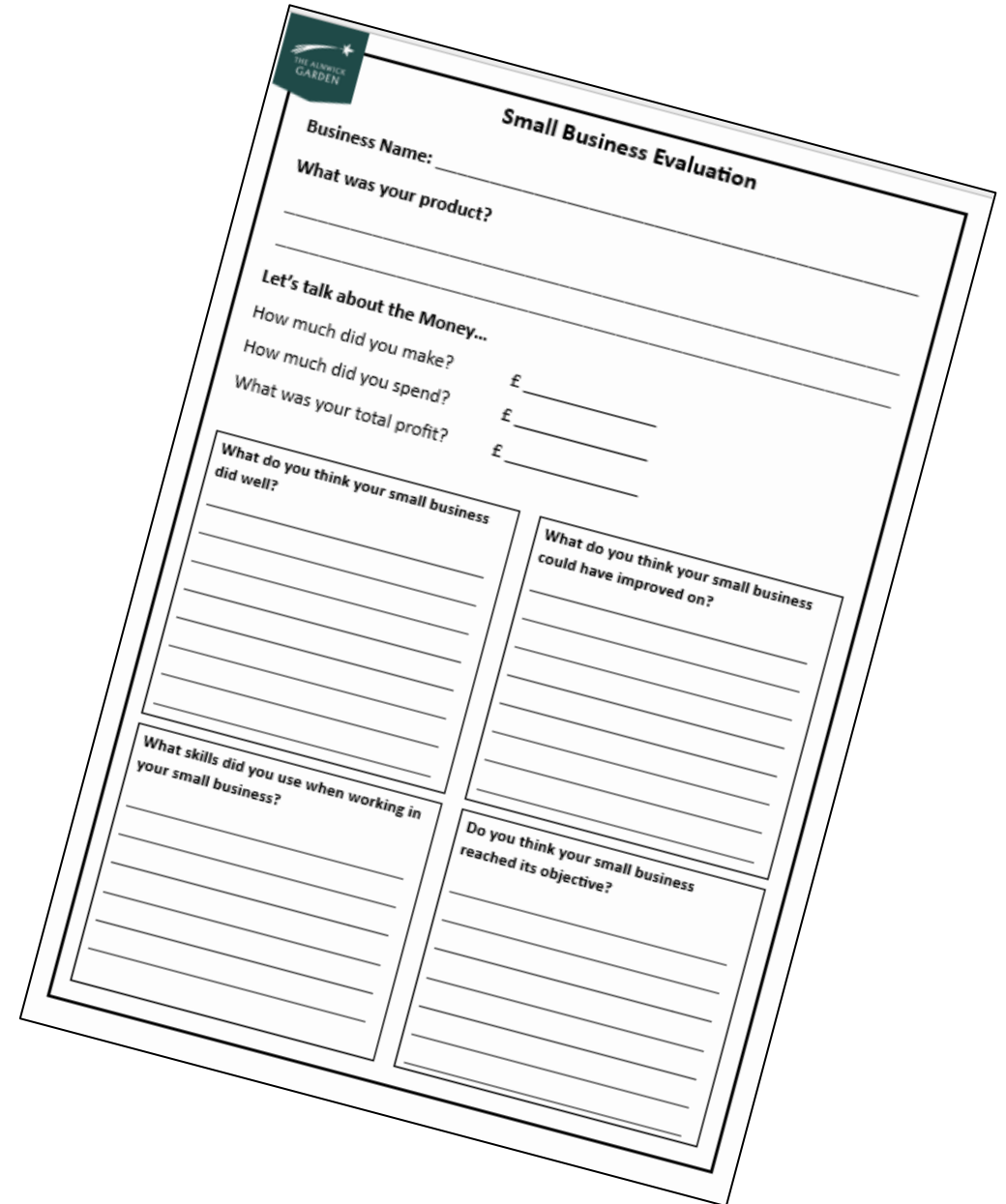
LO: We can evaluate the success of our mini business.



**WELL
DONE
AND
HAPPY
CHRISTMAS**

Evaluation

- Reflect on the products you have produced in your small business.
- What did you do well?
- What would you do differently if you were to complete this enterprise activity again?



Small Business Evaluation

Business Name: _____

What was your product?

Let's talk about the Money...

How much did you make? £ _____

How much did you spend? £ _____

What was your total profit? £ _____

What do you think your small business did well?

What do you think your small business could have improved on?

What skills did you use when working in your small business?

Do you think your small business reached its objective?

It's Christmas Time Quiz

Business	Functions of a Business	Competition	Marketing Mix
Service	Primary Research	Human Resources	Promotion
Objective	Profit	Cost Price	Entrepreneur
Market Research	Good	Turnover	Raw Materials