



Business Enterprise

Activity 1

Read through the following case studies.

Case study 1

Julie had always been interested in fashion and loved making jewellery. She decided to turn her hobby into a business. She created some example products and showed them to her friends, who really liked them.

Julie had managed to save £500 and decided to invest it in her business. Confident of her sales, she spent the full amount on the materials she needed to make her product. She spent time and effort creating her stock. Finally, she was ready to sell. With no money for marketing, she tried to sell her jewellery door-to-door. After several months, she had made a few sales but was still left with most of her stock. Then she received a phone call from the police to ask whether she had a peddler's licence. She admitted that she didn't. The police let her off with a caution but she was not allowed to continue trading.

Discuss what Julie could have done differently to give her business a better chance of success.

Case study 2

Jeet has run a local carpentry business for nearly five years. The business has done well financially and has built up a good customer base. Recently, Jeet decided to offer a new service, assembling flatpack furniture for customers in their homes.

Jeet decides to invest some of his profits in a marketing campaign to promote his new service to the local community.

Discuss what might be an effective marketing strategy for Jeet to consider. Think about who might be the target audience and what might be the most effective way to grab their attention and let them know about this new service.

Activity 2

Persuasion is an extremely important business tool. You may have to convince the building society or bank to give you a loan, convince friends or entrepreneurs to invest in your business and, of course, convince your customers to buy your product.

In groups, think of a new product or service that could potentially be developed into a successful business. Work together on a business plan detailing all the aspects of your business – use the questions and information on the fact sheet to help you. When this has been done, 'pitch' your product to other members of the class (or even a group of teachers) as though they are potential investors (like in the TV programme *Dragon's Den*). Imagine that they have £10,000 or a specified sum to invest, but they will only do so if you convince them that the business will be successful and make a worthwhile profit. Ask the 'Dragons' to evaluate your business plan and think about how it could be improved.