



Joseph Leckie Academy

Business Transition Activity

Designing a Product - An Enterprise Idea

Task 1: A business studies teacher has asked you to plan / design a product to sell in the local market or at Joseph Leckie Academy.

Task Learning Intention:

- Suggest a new product for your Micro/Small enterprise idea.
- Design/draw/plan your product on a A4/A3 sheet of paper by including the following success criteria:
 - **Product** (What is your product?)
 - **Price** (How much, will your product cost?)
 - **Promotion** (How will you advertise?)
 - **Place** (Where will you sell and why?)
 - Who will be your target customers to buy your product?
- **Final Evidence - Produce a Poster or a PowerPoint presentation**

Challenge: - How would you attract customers to buy your product and beat competitors?

On the next pages you can find some suggestions and ideas for your product and your enterprise

Ideas for your products



Table mat
 Plant pot
 News paper bags
 Light shades
 Jewellery
 Music speaker
Design your own!



Personalised
 T-Shirts,
 Mugs, USBs
 etc.

You are expected to come up with your own ideas of an eco-friendly product.



Ideas for your micro/small enterprise

Glamping (Search on the internet)

Food Stall

Porridge Stall

Selling Cups / Mugs (personalised)

Bubble Tea Stall

Shoe Shop

Selling Colouring Books for Adults

Face Painting

Computer Accessories Store

Sweets / Candy Stall

Stationary Shop

School Tuck Shop

Candles Stall

Sports Accessories / Items

Barber Shop (Hair Salon)

Any other small business

Task 2: Assessment Questions

- 1 What are the main aims and objectives of your business project?
- 2 Calculate the main costs to make your product.
- 3 What are the risks of launching this new product for the business?
- 4 What are the rewards of launching this new product for the business?
- 5 What will be your role (duties and responsibilities) as an entrepreneur?
- 6 Describe your target market (your potential customers)-give reasons.
- 7 How will you maximise your sales revenue or profit?
- 8 Explain which method your business will use to add value to your product so customers start buying from you.
- 9 What is your Unique selling point?
- 10 What additional services can you offer to your customers?

Task 3: Extension Activity

- 1 What impact do you think social media might have on your business?
- 2 Would you charge high price or low price? - give reasons.
- 3 Which methods will you use to do market research for your product?
- 4 Explain advantages of good branding to a business.
- 5 How will the technology affect your product?