

## Enterprise Activity

The following Enterprise Activity was devised by:

**Stuart Langworthy** – Assistant Head Enterprise – Brockworth Enterprise School.

**David Owen** – Head of the University Development Centre – University of Gloucestershire.

As a specialist Business and Enterprise School, Brockworth was keen to work with its partners. This Enterprise Activity has been successfully run with:

- Partner secondary schools
- Partners from the business community
- The university of Gloucestershire.

The target group of students was Year 12 Business Students, although the activities could easily be adapted to KS4 students.

The day was staged at a local University who provided accommodation and all refreshments free of charge. The venue was excellent and certainly raised the aspirations of some students regarding Higher Education – which was obviously the desired outcome from the University's point of view.

Local businesses were approached to send representatives. During the day, they moved around the groups, helping and advising students and they all were used to judge the various tasks.

Students were put into mixed groups of 8-10. Students were asked to dress appropriately for office work.

One of three product concepts was given to each group to work with throughout the day.

One business was the major sponsor for the day – providing gift vouchers for the winning overall team and leadership awards for the one or two students who showed leadership qualities during the day.

The main two tasks are:

Task 2 – Supporting media – that lasts the morning and Task 4 – TV Advert – that lasts the afternoon. Other tasks are given as 'interruptions' during the day.

As well as the overall winning group, individual awards can be given to the student(s) who show most leadership or Enterprise skills.

One large room for groups to work in with break-out rooms is the ideal arrangement.

## The aims of the Enterprise Activity

This is an open-ended assignment, in which students from a number of schools work in mixed groups on a marketing based theme. It has also been used in a competitive environment with school teams competing against each other. Both situations have worked well.

To develop Enterprise skills of:

- Problem solving
- Team building
- Financial literacy
- Presentation skills
- Time management
- Leadership
- Groups will need to allocate tasks and resources to group members.
- Groups will need to present all solutions to the problems set and must react to interruptions.

### Resources

Pens, pencils, A4 card (various colours), glue sticks, blue tac, display card (sugar paper), scissors.

## Marketing Magic (Marketing for Success)

### The Product Concept - 1

A pharmaceutical company has decided to enter the toothpaste market with fruit flavoured toothpaste aimed at young children. Product planning, and strategic planning for sales and distribution, is nearing the completion stage, with the exception of advertising planning and some promotional aspects, which may depend on the advertising platform finally decided upon. A firm decision has been made to create the main impact through television advertising, and supporting media and copy to reflect the TV theme to be chosen. Finalised details of the product are as follows: -

**Formulation;** four flavours: banana, strawberry, kiwi fruit and melon.

**Pack;** A squeezable tube has been decided upon but with a lid at each end. Two smaller tubes are effectively joined in the middle so that 2 flavours can be bought at the same time. The pack has been called the Combi-pack.

Marketing Magic - Enterprise Activity

## Agenda

9.15am	-	9.30am Arrival – Drinks – Groupings Introduction from University Introduction to activities
9.30 am	- 9.45 am	Icebreaker
9.45 am	- 11.30pm	Morning Session
11.30pm	- 12.00 pm	Presentations
12.00 pm	- 12.30 pm	Lunch
12.30 pm	- 2.30 pm	Afternoon Session
3.30pm	- 4.00pm	Presentations/Awards Business feedback to groups

**Marketing Magic - Enterprise Activity**

skills  
creativity  
initiative  
leadership  
imagination  
enterprise  
team-work

## Marketing Magic (Marketing for Success)

### The Product Concept - 2

A sweet company has entered the chewing gum market with a variety of new and exciting flavours aimed at the adult market. Product planning, and strategic planning for sales and distribution, is nearing the completion stage, with the exception of advertising planning and some promotional aspects, which may depend on the advertising platform finally decided upon. A firm decision has been made to create the main impact through television advertising, and supporting media and copy to reflect the TV theme to be chosen. Finalised details of the product are as follows: -

**Formulation;** four new flavours have been tested: Marmite, Bovril, curry and Sweet & Sour.

**Pack;** You will need to design the pack, but the new concept is to have 2 flavours in one pack – this is being called the 'Combi pack'. Remember that the pack will need to be re-scaled to keep the chewing gum fresh.

# Marketing Magic

(Marketing for Success)

## The Product Concept - 3

A food company has entered the baby food market for the first time with a new baby food of the weaning variety. Product planning, and strategic planning for sales and distribution, is nearing the completion stage, with the exception of advertising planning and some promotional aspects, which may depend on the advertising platform finally decided upon. A firm decision has been made to create the main impact through television advertising, and supporting media and copy to reflect the TV theme to be chosen. Finalised details of the product are as follows:

**Formulation;** three meat flavours and three vegetable flavours.

**Pack;** a translucent, round jar, 4" high by 2" in diameter made of impermeable plastic with a plastic screw lid each end. There is a solid wall divider making two packs of what has been named the "Combi pack". The jars are obtainable with two portions of the same flavour, or, as an alternative, 'two-flavour' packs. The idea is to save wastage by the small eater, and to provide alternative "starting" flavours when the child needs to be coaxed. The plastic packs allow the food to be inspected for appearance on purchase, and have the added advantage of lighter weight and relative unbreakability if dropped.

## Task 1

### Introduction and Role Assignments

Introduce yourself to the group – state which subjects you are studying and identify your strengths and weaknesses.

Given the assignment brief you must decide – in your groups:

- A Managing Director – the Group Leader responsible for co-ordinating your group and resources to meet the tasks and presentations.
- A Finance Manager – responsible for managing the finance of the group and presenting the financial decisions.
- A Marketing Manager – responsible for co-ordinating the promotional activities.

The remainder of the group are responsible for presenting solutions to the other problems as and when they arise.

There will be a number of presentations during the day – you are all expected to participate in at least one presentation.

Suggested time - 15 minutes.

## Task 2

### Supporting Media Task: Morning Activity

You have an annual promotional budget of £1m.

Read your product specification. As a group you are required to:

- Specify and justify your target audience and the segment of the market you will be aiming for.
- Decide on and justify a brand name, logo and catchphrase for your product, which suits the image, and segment you are aiming for.
- Prepare and justify appropriate Market Research techniques.
- Plan and produce a minimum of 3 promotional activities (given your budget) from the choices available. You must leave enough money to pay for a TV Advertising Campaign. Do not choose a TV advert in this morning's task: you will do this in the afternoon. Do not produce the package or present any financial information at this point.

You will have 4 minutes maximum to present and justify your decisions. Be prepared to answer questions about your presentation.

## Task 3 – Response Task

### Radio Advertisement

Your local radio station has offered you an unmissable deal; 30 seconds – 3 times a day for a week - £1000.00. Prepare a 30 second radio advertisement. You have approximately 30 minutes to prepare this task. Your advertisement will be timed!

#### Helpful hints:

- Most radio adverts have a jingle, catchphrase
- Timing is very important
- Think about adverts on radio that you can remember – try to make yours memorable
- Be prepared to answer questions about your advert.

## Task 4

### TV Advertisement – Afternoon Activity

- Produce a TV advertisement of your chosen length, (given 3 options) – explain the methods of persuasion you have used, time of day to be shown etc. You will be expected to act out your advert.
- Decide on and justify a price for your product.
- Decide on and justify suitable distribution networks for your product.
- Decide on and justify a package to be included in your advert.

You will have only 3 minutes to present your findings.

Be prepared to answer questions on your presentation.

## Task 5 – Response Task

### Sponsorship

You have been offered the opportunity to sponsor a local football team at a cost of £1000.00. Write a press release to provide your business with positive P.R. You have 30 minutes to prepare this task.

You have 2 minutes to present your findings. You will be asked to read and justify your press release.

An example of a press release is below:

#### **Pupils Build up Skills with Firm – Taken from Gloucester Citizen**

##### *Taken from The Citizen*

Putting up a tent can be difficult for the best of us, but when Brockworth students tried their hand on Monday it was a whole different story - because they had to do it blind-folded.

The students, aged 12-17 from Brockworth Enterprise School, took their first steps into the world of big business when they joined forces with high-flying staff from a leading housebuilder for a training and team-building day. The students were split into groups together with staff from Bovis Homes, including the managing director Peter Baker, and took part in a series of problem-solving tasks in the Management Challenge.

"It worked brilliantly with the groups all getting on immediately and the problems that they were set motivating them, making them think creatively, imaginatively and logically," said deputy head teacher Stuart Langworthy.

Each group leader from Bovis was asked to nominate one student from their group as having the best leadership skills and the most enterprising approach to problem solving.

The three nominated students were Ross Langworthy from Year Seven, Nicola Brookbanks from Year Nine and Gillian Walker from Year 12.

Gillian said "team working skills and learning to listen and value others' opinions" were the main things they had learned.

Nicola said: "I've gained new problem solving skills, as well as having an insight into how a business works."

Each task was judged by staff and one group won an overall prize, while Gillian Walker won the individual competition. Bovis donated three trophies for the three students from the winning group and gift vouchers for every student who took part.

"I think we have really started something here," Mr Langworthy added.

"Reading the evaluations from everyone, it is clear that the Bovis employees got as much out of this as our students.

"It was a great training opportunity for them and made everyone think how to solve problems as part of a team.

"I think that kids see things in a different way and towards the end of the day we had kids standing up and directing the Bovis people.

"It was a really good way of getting people to look at how problems are solved."

The day, funded by Bovis, was part of the school's efforts to take part in the Government's Gifted and Talented initiative, which aims to reward the most gifted students and push them to perform even better.

Brockworth is a specialist business and enterprise school. It has formed links and works in partnership with businesses in the county, including Bovis, which has premises in Bishop's Cleeve, and Invista, based in Brockworth.

#### **Helpful hints:**

- You should write your press release suitable for a local newspaper
- Good press releases are factual and include quotes from appropriate people
- A positive press release is 'free' advertising.

## Task 6 – Response Task

### Budget

Your Finance Manager is to present and justify the final use of the £1m promotional budget.

Please justify the spending from the cost sheet given: You might want to suggest other spending but you will be judged on the above.

You will have a maximum of 5 minutes to present your answer.

## Promotional Techniques/Costs

Large Posters on Key sites	£1000/poster/month
Local leaflet drop (flyers)	£1000/£10000.00
Local Newspaper advert	£500/advert (9cm wide by 12cm length)
National Newspaper advert	£5000/advert (9cm wide by 12cm length)
Magazine Advert – Magazine 1	£2000 full page £1000 half page (circulation 500,000)
Magazine 2	£3000 full page £2000 half page (circulation 1m)
Competitions in local nursery schools	£10000 prizes
Free samples in superstores	£5000/week
TV Advertisement - peak time	£40000 for 20 seconds £45000 for 30 seconds £50000 for 40 seconds
- off peak time	£20000 for 20 seconds £24000 for 30 seconds £30000 for 40 seconds

Assessment : Task Number \_\_\_\_\_

	0 - 2	3 - 5	6 - 8	9 - 10
Timing (arrival)				
Appearance				
Presentation Style				
Oral Presentation				
Content (double points)				
Originality/ Variety				
Timing (Delivery)				
Professionalism				
Response to Questions				

Score Maximum 100 (Each category carries 10 points except "Content" which carries 20)

**Marketing Magic - Enterprise Activity**

## Judges Guidance Notes

### Category

1. Timing: Check promptness of arrival to start task on time.
2. Appearance: Dressed smartly and businesslike.
3. Presentation Style: Display material used effectively.
4. Oral Presentation: Quality and variety of speech.
5. Content: Factual content and accuracy.
6. Originality/Variety: Creativeness.
7. Timing/Delivery: Did they meet that allocated time slot?
8. Professionalism: presentation delivered in professional manner.
9. Response to Questions: answered effectively.

### Judges and Staff

#### Staff:

Stuart Langworthy chaired the day.

Head of Business studies from each participating school.

#### Judges:

- 8 judges attended the day.
- Main sponsor acted as judge and awarded prizes.
- Small business advisors from local banks were approached.
- Other business partners attended.
- Staff from the Business School at the University attended.

Judges should have the opportunity to judge one interruption task and one main task. This gives them the opportunity to move around groups and watch them at work.

Whilst judges are observing group at work we would ask them to look at how the group works as a team and give them a score out of 20. Experience tells us that some teams work well but are not so strong at presenting their findings. Whilst the final scores are being worked out we would like business people to feedback to all groups – 'What went well, could be better'. As the day is about skills development we would like business people to feedback to groups their observations about how well they functioned.

Allocation of Judges to Tasks – 2 judges per task

TASK	JUDGES
Task 2: Supporting Media (main am)	
Task 3: Response Task (am)	
Task 4: TV Advert (Main pm)	
Task 5: Sponsorship (pm)	
Task 6: Budget (pm)	
Task 7: Teamwork (20)	All business people
Task 8: Overall Best Group	
Task 9: Leadership Awards	Sponsors

### Running Order - Example

TASK	T2 am	T3 Response	T4 pm	T5 Response	T6 Response
GROUP	6	1 10.50	4	2 2.30	3 2.15
	5	4 10.54	6	5 2.34	5 2.20
	4	3 10.58	3	4 2.38	1 2.25
	1	2 11.02	2	3 2.42	2 2.30
	2	5 11.06	1	6 2.46	4 2.35
	3	6 11.10	5	1 2.50	6 2.40

# Marketing Magic - Enterprise Activity