

Enterprise and Business Challenge

Aims of the day

Working as a team

Deciding what makes a successful business.

Design a product

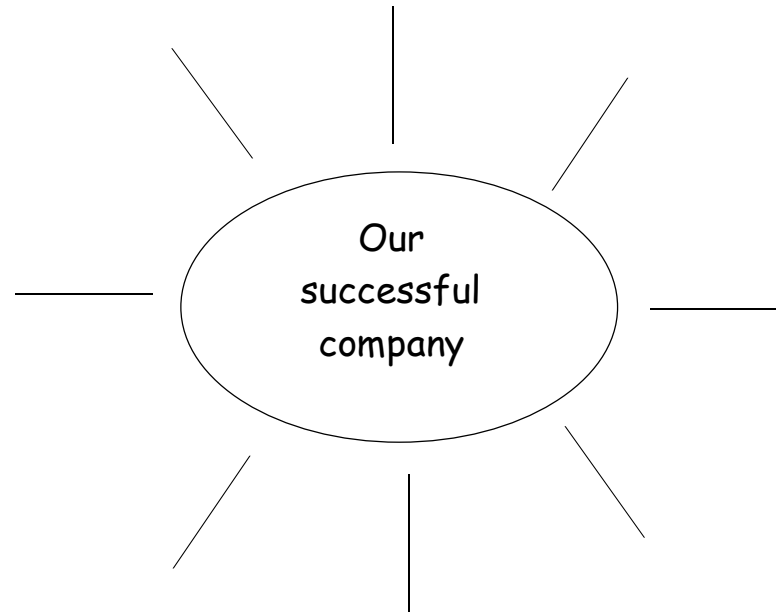
Making the product and deciding how to sell them.

Persuading others to pay for your product.

Make as many as you can to maximise your teams profit.



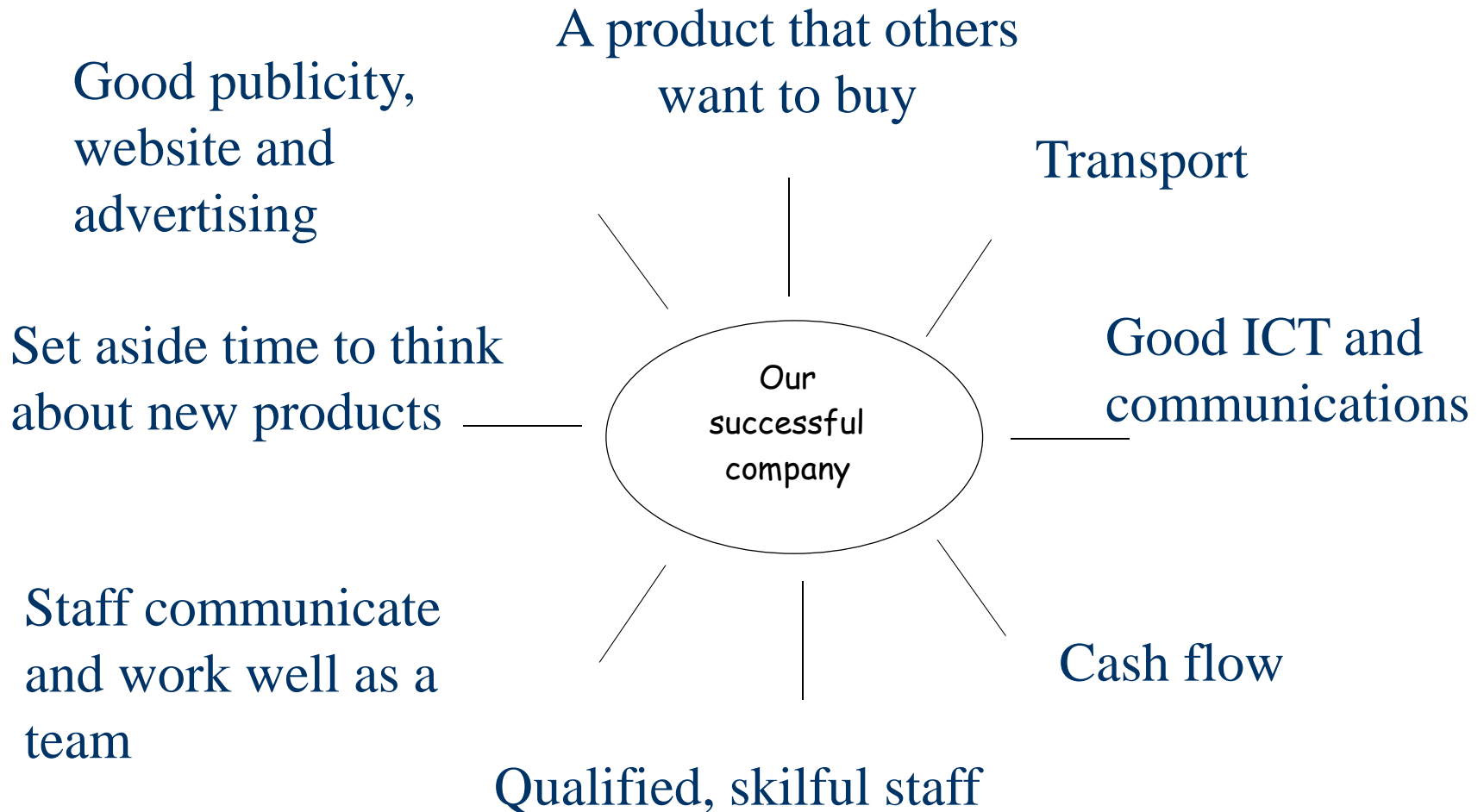
What do you need to set up and run
a successful manufacturing
company ?



5 minutes

2 minutes

1 minute



Team Number _____ Team Name _____

Government Grant	Cost	Number
The accommodation	Free	1
Tables	Free	2
Chairs	Free	6
Paper	Free	Several sheets
Heating	Free	1
Lighting	Free	1
Use of ICT facilities for the first year.	Free	1
Basic tools	Free	Ruler and eraser
Start up financial assistance	42 €	A pack of money
Equipment and tools that can be purchased		Number required
Single hole punch	4 € per year	
Scissors	3 € per year	
Felt tip pens or coloured pencils (Pack)	5 € per year	
Glue gun (use of)	6 € per year	
PVA glue (1 pot of)	3 €	
Double sided pads (per 10)	3 €	
Double sided tape (per 30 cm)	3 €	

Team Number _____ Team Name _____

Material available for purchase	Cost	How much we need
Aluminium Wire various colours (500mm length)	6 €	
Coloured Pipe cleaners (each)	2 €	
Plastic Rivets (each pair)	1 €	
Coloured card (per piece)	4 €	
Funky foam (A4 sheet)	8 €	
Double sided pads (per 10)	3 €	
Double sided tape (per 30 cm)	3 €	

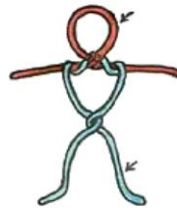
Brainstorm ideas for products that we could make

4 minutes

2 minutes

1 minute

Sculpture



Broaches



Fridge magnets



Candle or oil burner holders

Pets toy



Desk tidy



Key rings

Pencil springs



Cards or gift tags

Wire toys and puzzles



Jewellery



Bags



Spend 5 minutes
improving the 1st design

Spend 5 minutes
improving the 2nd design

Your design

Spend 5 minutes
improving the 4th design

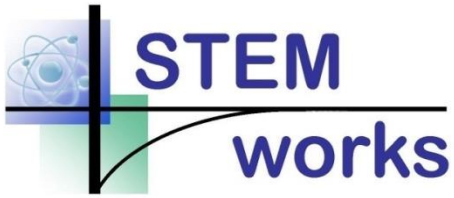
Spend 5 minutes
improving the 3rd design

What Next

- Make your products
- Devise your marketing plan
- Work out how much you want to sell your product for and hope your sales pitch works
- Use your profit to buy more materials and make more products which can be sold.



The winning team will be the ones that make most profit.



How much to sell your products for ?

Work out how much the raw materials cost add a bit extra to cover the cost of tools and your time.

Aim to double your costs.

Example

Materials costs = £3

Tools and time = £1

Total £4

SELLING PRICE = £8