**BRAINSTORMING SOLUTIONS**



**Problem:**

|  |
| --- |
| **SOLUTIONS** |
| **Replacing/Inventing****a substitute/Making it unnescessary** | **Imroving/Changing/****Adapting** | **Other ideas for solution** |

**SELF ADVERTISEMENT**



**WHAT IS SHE THINKING 1**

**You have two minutes to study the picture of the pretty young lady turning her face away and write a sentence about what she is thinking.**



**The pretty young lady in the fur coat is thinking \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**WHAT IS SHE THINKING 2**

**You have two minutes to study the picture of the ugly old hag with no teeth and write a sentence about what she is thinking.**



**The old woman in the black shawl is thinking \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**FINDING YOUR OWN IDEAS**

1. Divide up the large sheet of paper your group has been given into columns as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| Making Things | Buying and selling | Giving a Service | Group Choice |
|  |  |  |  |

1. Choose five things from the list that you can do fairly well (or could learn) and put them in the appropriate column. Add some ideas of your own. Try to find about ten ideas for each column.

Housework Cooking

Dancing Muscle power

Photography Woodworking

Camping Metal working

Driving Computing

Building things Painting/Drawing

Fishing Computer design

Designing Making models

Jewellery Looking after children

Knitting Sewing

Talking to people Gardening

Word processing Fixing engines

Selling Painting and Decorating

Office work Mechanical things

Animals Making clothes

Making furniture Growing things

Beauty care Sport

Outdoor pursuits Entertainment

Web Design Computer games

App design Films

**WAYS TO FIND IDEAS**

Copying somebody else’s successful idea

Combining two or more ideas in a new way

Solving problems for people

Finding out what the ‘competition’ is bad at

Developing your hobby

Building on your skills

Turning waste material into something useful

Bringing ideas home from your holidays

Brainstorming in a group

Talking and listening to people

Making lists and playing around with them

Looking for ‘gaps’ in the market

Finding new ways to do things

Improving a product or a service

Daydreaming and fantasising

Looking at what things DO rather than what they ARE

Listening when people say ‘if only...’

Being always on the lookout for opportunities

Thinking in new ways

**CHECKING OUT IDEAS**

Unless your idea works, it is not much use yet.

Use this checklist to check out a few of the possible business ideas that you have generated. You can use it again later to check out your own personal ideas for your ‘project’. Some of the questions might not concern your idea and other important questions might be missing – insert these yourself.

Aim to end up with positive answers. You need to check out answers before you start, otherwise you may be taking too much of a risk.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Questions | Yes | Not Sure | No | Need more information |
| !. Does it work and will it keep on working? |  |  |  |  |
| 2.Can you do it all yourself or with help? |  |  |  |  |
| 3. Will sufficient people buy it? |  |  |  |  |
| 4. Is it ‘better’ than the competition? |  |  |  |  |
| 5. Do other people think it is worthwhile? |  |  |  |  |
| 6. Is location important? |  |  |  |  |
| 7. Can you sell at a price worthwhile to you? |  |  |  |  |
| 8. Can you ‘hire’ or ‘buy’ any specialist skills needed? |  |  |  |  |
| 9. Is it legal? |  |  |  |  |
| 10. Is it safe? |  |  |  |  |
| 11. |  |  |  |  |
| 12. |  |  |  |  |

**SWOT ANALYSIS**

Make a SWOT analysis of your new enterprise

|  |  |
| --- | --- |
| STRENGTHS | WEAKNESSES |
| OPPORTUNITIES | THREATS |

**EXAMPLE QUESTIONNAIRE**

Hello, I wonder if you would mind helping me?

I am a member of a small business which is planning to sell a product (or service) in the area but before we do, we are checking out people’s reactions. (You could show product or service)

1. How often do you buy it? (If not bought, ask ‘Why not?’)
2. Where do you buy it?
3. Why do you buy it?
4. What do you pay for it?
5. What do you like about it?
6. What could be improved about it?
7. How does ours compare with others?
8. Would you be willing to buy ours?
9. What do you like about ours?
10. What could be improved in ours?
11. What is a good price for ours?
12. Any other comments or suggestions?

Male/Female

Age group: Under 16 16- 25 26-35 35 plus

Occupation

Thank you for your time and help

**USING EXCEL TO CREATE A CHART OR GRAPH**

**Step 1 - Launch Excel -** If Excel is already open on your workstation open a new Excel workbook, There are three ways to do that.
**1.** Go to the Standard toolbar. Click on the **New** **Workbook** button.  **2.** Go to the **File** menu. Select **New**.  **3.** Use a keyboard combination: on a Macintosh use **Command + N** and on a Windows computer use **Ctrl + N**

**Step 2** - **Enter the data to be graphed.** For the purpose of this lesson you will use data from a Favorite Fruit Survey. Enter it as you see below:



**Step 3 - Highlight data to be graphed.** Do not include the row with heading titles, only the names of fruit and the numbers. If your worksheet looks like the one above; put your cursor in call A2, click hold the mouse button down and drag to cell B7. Highlighted data should look like the image below:


*Note: Cell A2* ***is*** *selected, the select color extends around the cell*

**Step 4 - Select the Chart Wizard**. That is done by going to the **Insert** menu and selecting **Chart**. You can also click on the **Chart** **Wizard** button on the Standard toolbar.

**Step 5** - From the Chart Wizard box that opens select Chart type. For this activity, I selected pie.



After you have selected the Chart type, click and hold your mouse pointer down on the **Press and Hold...** button to see what your data looks like in the chart type you selected. If you do not like the look, select another chart type. After you have selected the chart type you will have two options:

* Select Next and let Chart Wizard show you a series of options to make changes to your chart.
* Select Finish and Chart Wizard puts your completed chart on the spreadsheet. [**You can see the finished product below**](http://www.internet4classrooms.com/excel_create_chart.htm#finish).

The second step taken by Chart Wizard is to verify the range of data being used for this chart. The Data range displayed below is read "all cells from A2 to B7."



Notice where the cursor is located in the dialog box above. It is pointing to the small box at the end of the line where the Data range is displayed. If the data range should be changed, click on the box the cursor is pointing to.



The dialog box shrinks allowing you to see your entire spreadsheet. You can edit the data range in this small window. When you are finished, click the same box at the end to restore the window.

Select **Next** to go to the dialog box below. This box allows you to add a title to the chart, make changes on the legend, or make changes on the data labels.



Select **Next** to move to the final dialog box which allows you to see the chart as a new sheet or place it on one of the sheets in your workbook.



If you let the Chart Wizard finish your chart after the first dialog box, or work through each of the four steps, your chart will look something like the one below.



**WHO ARE YOUR COMPETITORS**

Who will you be competing with? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What do they do? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What prices do they charge? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Whaat are they good at? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What are they not so good at? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why is your product/service better than theirs? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why do people buy from them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do they give any ‘extras’? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What can you learn from them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**WHO ARE YOUR CUSTOMERS**

Make a list of all the different groups of customers who might be interested in bying your product/service. Why would they be interested?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Make a list of all the groups of customers your group has decided to concentrate on. Why have you decided on these?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Business Plan**

**Business plan contents:**

|  |  |
| --- | --- |
| **Vision:**1. The business idea
2. Business aims
3. What makes the business different
4. Success factors
 | **Marketing:**1. Market research
2. Promotion and advertising
 |
| **Running the Business:**1. Costs and receipts
 |  |
|  |  |
|  |  |

**Vision**

|  |
| --- |
| **1. Enterprise Idea:** |
| Give a brief description of your enterprise idea  |
|  |
|  |
| **2. Business Aims:** |
| What do you want to achieve? |
|  |
|  |
| **3. What Makes the Business Different?** |
| How is your product unique or different compared to the competition? |
|  |

**Vision**

|  |
| --- |
| **4. Success Factors:** |
| Why do you believe your business will be successful? |
|  |

**Marketing**

|  |
| --- |
| **5. Market Research:** |
| Who are your customers? |
|  |
|  |
| What do your customers want? |
|  |
|  |
| **6. Promotion and Advertising:** |
| How and where will you promote your business idea? |
|  |

**Running the Business**

|  |
| --- |
| **7.Costs:** |
| At what price will you sell this product to the customer? |
|  |
|  |

**Ma’s Pies – Case Study (Segments and Mixes)**

Ma’s Pies were well named. They were just like Ma used to make but ‘Ma’s Pies’ was a pie shop. It was run by a widow who needed to make a living anf only knew how to cook, wash, iron etc – having always been a housewife until her husband died. Ma made good pies and she always had a good trade. People used to go out of their wya to buy HER pies. For some people, however, she was too far away even though they preferred her pies.

She thought of opening up another shop in another part of town but could not afford it. But she did have a van. If the customers could not come to her, she would go to them.

She got a second-hand warming oven and fitted it in the van and started touring the town arriving at the same time every week so that people could depend on her. She had to do this after she closed the shop at 5.00 p.m. When she arrived in a street she would honk the horn on her van. Over the months she built up a regular tea-time trade for her pies with customers she would not otherwise have had.

Eventually she took on staff to serve in the shop and to do the van round while she concentrated on managing the whole operation. Because this allowed her more time, she began building up another segment of the pie market – bulk orders for pie suppers at Over 60’s Clubs,Church Halls etc. Sh offered a full delivery service and guaranteed quality.

Questions:

How can you segment Ma’s market? On what basis?

What marketing mix has she put together for each segment?

**Ma’s Pies – Case Study – Teacher notes**

(Segements identified on the basis of meal time and/or location)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Segment AThe Hot Lunch | Segment BThe Hot Tea | Segment CThe Hot Supper |
| CUTOMERS | Shoppers, workers, local families near the shop | People at home who did not live or work near the pie shop | Groups that have pie suppers in the town |
| TIME | 9 – 5 especially 12-2 p.m. | 5 – 7 p.m. | After 7 p.m. |

The different offering to each segment is:

|  |  |  |  |
| --- | --- | --- | --- |
| PRODUCT | Ma’s Pies. ConvenientValue for moneyA hot snackLunch | Ma’s PiesA readymade hot tea.Conveniently available and reliably delivered giving good value for money | Ma’s PiesA reliable, reputable/con-venient bulk catering service giving good value hot suppers |
| PROMOTION | ReputationBrand nameLoyaltyShop Front | Blowing hornCatch phraseVisibilityReputationReliabilitySigns on van | Word of mouthReputationContacting the de-cision makersPromotional letters and quotations |
| PLACE | The shopPassing trade | The customer’s front door.Going out to the customer | The location of supper (or meeting with the decision maker beforehand to get the order) |
| PRICE | Value for moneyMiddle rangeCheaper if not heated | Value for moneyMore than if bought from the shop due to the extra service of van delivery | Quantity discounts but more expensive than inferior piesAffordable catering |

**HOW TO PICK AND MIX**

Using the illustration, pick and mix form the boxes items to consider in connection with your product/service. (You can pick more than one from each box or put new sugestions in the boxes)

**Design and Production Team**

Packaging Design

Shape Looks

Model Performance

Range Colour

Quality Size

**Sales Team**

Market Stall

Craft Fair

Boot Sale

Friends

Door to door

Shops

School

Community Centre

Youth Club

Internet

**Advertising Team**

Leaflets

Logo

Posters

Branding

Word of mouth

Internet

Local Radio

Newspapers

Magazines

App

Newsletters

Special Promotions

PRODUCT

MARKET

RESEARCH

PROMOTION PLACE

PRICE

Cheapness Free Gifts

Price of Cometitors

Special Offers Profit

Expensive Discounts

**Production and Finance Team**

**MARKETING MIX**

Put your information for each group of customers in the boxes

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Product | Promotion | Place | Price |
| CustomerGroup A |  |  |  |  |
| CustomerGroup B |  |  |  |  |
| CustomerGroup C |  |  |  |  |
| CustomerGroup D |  |  |  |  |
| CustomerGroup E |  |  |  |  |