



Week	Learning	Activities
<p>Week 1 beginning 1st June</p>	<p><u>Financial Documents and Market Research Learning Documents</u> In this week's lesson students to spend time developing knowledge of financial documents and market research techniques from documents already issued to students</p>	<p>Students required to work through learning document and then use the mark scheme to mark and correct their work as a self-assessment</p> <p>Students are required to complete one of five learning documents per week</p>
<p>Week 2 beginning 8th June</p>	<p><u>Financial Documents and Market Research Learning Documents</u> In this week's lesson students continue to spend time developing knowledge of financial documents and market research techniques from documents already issued to students</p>	<p>Students required to work through learning document and then use the mark scheme to mark and correct their work as a self-assessment</p> <p>Students are required to complete one of five learning documents per week</p>
<p>Week 3 beginning 15th June</p>	<p><u>Research different business ideas</u></p> <p>In this lesson students will continue to develop their research skills and further develop to development knowledge of what products and services they could offer to start their own business in line with component 2 of course work P1</p> <p>They are required to research three different types of businesses, from hair dresser, plumber, website designer etc</p> <p>This part of the report falls into to section 1 where students are to research, describe and explain three business ideas.</p> <p>NOTE: Example of ideas can be seen in Teams under files, p13 to 16, (SMLW) Sample Marked Learner Work</p>	<p><u>Activity 1 – Starter</u> Research your one chosen business, from hair dresser, plumber, website designer etc</p> <p><u>Activity 2 – Main Activity</u> Students research and click on one of your chosen business websites who offer a similar product or service and make notes of the type of skills you need to have, features of the product/service, price, target market, what questions to ask potential customers if you were to ask for feedback etc</p> <p><u>Activity 3 – Recap</u> For each business provide a summary for each to help compile your report</p> <p>Section one of this report will spread over three weeks:</p> <ul style="list-style-type: none"> • For each business idea you need to consider and provide a summary to include: • What skills you already have e.g. for face painting you may have good art skills and a creative mind • Describe your service or product, features • Describe what resources you will need e.g. Face painting in different colours,



		<p>wipes, different designs you would need, pallet</p> <ul style="list-style-type: none"> • How could you develop your skills e.g. practice face painting on friends and family, decide what how much time it take and what you will charge • How will you sell your products or service e.g. on line, trade fairs • Market Research: Ask some friends and family members what they think of your business idea and provide a summary of their feedback e.g. what face painting designs would they like the best, how much would they be prepared to for different designs and sizes • Pros and Cons (look at the example I have given you on p13 to 16, uploaded in files
<p>Week 4 beginning 22nd June</p>	<p><u>Research different business ideas</u></p> <p>In this lesson students will continue to develop their research skills and further develop to development knowledge of what products and services they could offer to start their own business in line with component 2 of course work P1</p> <p>They are required to research three different types of businesses, from hair dresser, plumber, website designer etc</p> <p>This part of the report falls into to section 1 where students are to research, describe and explain three business ideas.</p> <p>NOTE: Example of ideas can be seen in Teams under files, p13 to 16, (SMLW) Sample Marked Learner Work</p>	<p><u>Activity 1 – Starter</u> Research your second chosen business, from hair dresser, plumber, website designer etc</p> <p><u>Activity 2 – Main Activity</u> Students research and click on one of your chosen business websites who offer a similar product or service and make notes of the type of skills you need to have, features of the product/service, price, target market, what questions to ask potential customers if you were to ask for feedback etc</p> <p><u>Activity 3 – Recap</u> For each business provide a summary for each to help compile your report</p> <p>Section one of this report will spread over three weeks:</p> <ul style="list-style-type: none"> • For each business idea you need to consider and provide a summary to include: • What skills you already have e.g. for face painting you may have good art skills and a creative mind • Describe your service or product, features • Describe what resources you will need e.g. Face painting in different colours, wipes, different designs you would need, pallet



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<p>Week 5 beginning 29th June</p>	<p><u>Research different business ideas</u></p> <p>In this lesson students will continue to develop their research skills and further develop to development knowledge of what products and services they could offer to start their own business in line with component 2 of course work P1</p> <p>They are required to research three different types of businesses, from hair dresser, plumber, website designer etc</p> <p>This part of the report falls into to section 1 where students are to research, describe and explain three business ideas.</p> <p>NOTE: Example of ideas can be seen in Teams under files, p13 to 16, (SMLW) Sample Marked Learner Work</p>	<p><u>Activity 1 – Starter</u> Research your third chosen business, from hair dresser, plumber, website designer etc</p> <p><u>Activity 2 – Main Activity</u> Students research and click on one of your chosen business websites who offer a similar product or service and make notes of the type of skills you need to have, features of the product/service, price, target market, what questions to ask potential customers if you were to ask for feedback etc</p> <p><u>Activity 3 – Recap</u> For each business provide a summary for each to help compile your report</p> <p>Section one of this report will spread over three weeks:</p> <ul style="list-style-type: none"> • For each business idea you need to consider and provide a summary to include: • What skills you already have e.g. for face painting you may have good art skills and a creative mind • Describe your service or product, features • Describe what resources you will need e.g. Face painting in different colours, wipes, different designs you would need, pallet • How could you develop your skills e.g. practice face painting on friends and



		<p>family, decide what how much time it take and what you will charge</p> <ul style="list-style-type: none"> • How will you sell your products or service e.g. on line, trade fairs • Market Research: Ask some friends and family members what they think of your business idea and provide a summary of their feedback e.g. what face painting designs would they like the best, how much would they be prepared to for different designs and sizes • Pros and Cons (look at the example I have given you on p13 to 16, uploaded in files
<p>Week 6 beginning 6th July</p>	<p>Preparing a Pitch Component 2</p> <p>The Business Section two</p> <p>In this lesson students will use knowledge and research from one of their chosen business ideas from previous lessons and start to compile their pitch</p>	<p>Activity 1 Students select one of their chosen business ideas</p> <p>Activity 2 Prepare a plan in the form of a report to include the following criteria:</p> <ul style="list-style-type: none"> • Business name • Strapline • Overview • Business activity • Aims and objectives
<p>Week 7 beginning 13th July</p>	<p>Preparing a Pitch Component 2</p> <p>The market and market research Section three and four. In this lesson students will use knowledge and research from one of their chosen business ideas from previous lessons and start to compile their plan</p>	<p>Activity 1 Students select results from their market research</p> <p>Activity 2, Section three Prepare a plan in the form of a report to include the following criteria:</p> <ul style="list-style-type: none"> • Who the customers are • How the product/service will be sold • Key findings from primary and secondary research <p>Activity 3, Section four: Marketing Methods and Costs</p> <ul style="list-style-type: none"> • Explain which social media will use to promote your business? • Explain if you will use trade stands (how will you make it attractive) or posters if so why, and what are the costs?