

Activity 5: Marketing Magic

Sometimes it takes guts to run a business. This activity will help you to develop your confidence whilst appearing mature in front of your friends and teachers.

Business aim:

In this activity we are going to prepare a short business pitch to deliver in a whole school (or key stage) assembly.

What should we have achieved by the end of this activity?

By the end of this activity, you will have encouraged your whole school to become excited about gadgets and informed them of how they can buy a gadget from your shop during your school event.

Why are we doing this activity?

Having confidence is essential in business. You might not feel confident right now, but that's ok. Even Lord Sugar must have felt nervous at one time; now he's a straight-talking MILLIONAIRE!

The activity:

Using all the information you have gathered so far, and the products you opened as part of **Activity 2: Getting Practical** you are now going to prepare a short 'pitch' or 'talk' to advertise your products in a school assembly.

If you don't already know, go away now and find out what the definition of the word 'pitch' is. (Obviously we are not talking about a football or rugby pitch!)

Before you do anything else, make sure you go and ask your Headteacher for permission to talk during an assembly. The best day to advertise your products would be the day before your school event; that way your friends will be able to get excited and be able to buy your gadgets almost straight away.

Make sure you write down what each person in your group is going to say. Don't be afraid to take some notes into the assembly with you; if you forget what you were going to say it's far better to have notes than not to have any at all.

Follow these points whilst planning your pitch:

- Explain what a 'Gadget Shop' is and when your one will be open.
- Tell everyone what sort of gadgets they can buy from your shop; show them some of the products. Use all of the ideas you created in **Activity 2: Getting Practical** to grab the school's attention and make them interested.

- Do a demonstration! Using the three products you opened in **Activity 2: Getting Practical**, show everyone how cool the gadgets really are!
- Make sure you also tell everyone the cost of the gadgets; you don't want them leaving your stall disappointed because they've spent all their money on other things.

Did we manage to meet our business aim?

Have you planned a brilliant three-minute pitch that is going to get your whole school really excited about your 'Gadget Shop'? Are they all desperate to buy the amazing gadgets from your stall? If not, perhaps go around each class individually and do some demonstrations; everyone loves a demonstration!

Some things to now consider...

Congratulations, you have now completed all the activities!

Now it's time to make sure that you have prepared everything you need for your 'Gadget Shop'. The following check list might be useful for you to follow:

No.	Item	Checklist
1	Do you need a table or cover for your stall? Would you like some extra boxes to create height?	✓
2	Do you need a float? A float allows you to give change to your customers.	✓
3	Do you need to prepare a price list for your stall? (A price list is included with this kit).	✓
4	Are you ready to have lots of fun, be positive and make lots of sales?	✓

GOOD LUCK!