

Activity 1: Whose Business is this anyway?

In business, it's important to have a plan. This activity helps you to work out exactly what you want to achieve from your 'Gadget Shop'.

Business aim:

All successful businesses need a plan. As we all want your business to be successful, it is now time to make a personal plan for your 'Gadget Shop'.

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

By the end of this activity, you will have set yourselves three very simple business objectives. This will be like writing a checklist of things you would like to achieve by the end of your school event.

Why are we doing this activity?

In business it's important to have a clear understanding of your company's goals. That way, when your 'Gadget shop' is all over, you can assess how successful your company has been.

The activity:

Get a large sheet of paper (perhaps A3 or even A2) and place a big bubble in the middle of the page. Now write the words 'Our Business Goals' in the centre.

Around the outside of the bubble write down everything you would like to achieve by the end of your school fair. You may wish to include:

- A target for how many gadgets you would like to sell.
- A new skill that you would like to develop (such as the ability to sell gadgets to your friends or have the confidence to stand up in assembly to talk to the school).
- A target for how you would like your stall to look (e.g. would you like your friends to be simply satisfied with how your stall looks, or would you like them to be amazed?)

Now highlight or circle the three targets you would definitely like to achieve by the end of your school's fair. Hey Presto! You have just completed activity 1.

Did we manage to meet our business aim?

Have you managed to write down three targets for your 'Gadget Shop'? Did one include successful marketing? Did one include sales targets? Did one include having fun? These are just my ideas- I hope you came up with many other!