

Activity 2: Getting Practical

Ask your teacher for permission before completing this activity. Every good business knows their products inside out; they know every detail about what they sell so they can tell their customers why they are so good! This activity lets you play with some of your products so that you are aware of what you are selling.

Business aim:

You are going to look at some of the toys in your 'Gadget Shop', have a play with them and come up with a list of things that make them SPECIAL.

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

For each of the products you test, you must write down at least three things that you like about them.

Why are we doing this activity?

Every good business knows their products inside out; they know every detail about what they sell so that they can tell their customers why they are so good!

The activity:

For this activity you need to choose between 3-5 products to focus on in more detail. If you are unsure which products to pick, we would recommend you choose three products which have an immediate impact on an audience.

Begin by opening each of the items carefully (making sure you have permission from your teacher). Then have a play with each of the Gadgets!

Now get a big sheet of paper and write the names of each of the products inside three big bubbles. Drawing arrows away from the bubbles, like a mind map, write down everything you like about each of the products.

Think about:

- What do they look like?
- What do they sound like?
- What do they feel like?
- What can you do with the product?
- What makes the product special?

Did we manage to meet our business aim?

Imagine someone asked you the question: "Why should I buy that?"

Do you think that you could now convince them to buy that gadget? If not, perhaps try to convince one of your friends, using all the wonderful ideas you've suggested in the activity above.