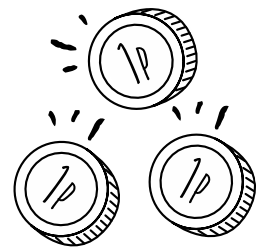
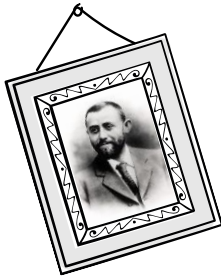




BUSINESS *brains*



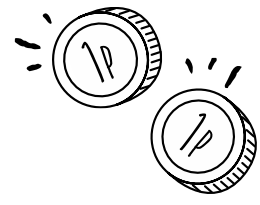
Lesson 1 Teacher's Notes

Lesson 1: What is M&S?, types of business ownership, business terms, business ownership pros and cons

Lesson 2: 4 Ps, meeting customer needs

Lesson 3: Business plan, create a product range, pitch your idea

Lesson 1



This is Lesson 1 of M&S Business Brains, a resource made up of three lesson plans.

Lesson 1 Learning Objectives

- Use business terminology to identify and explain business activity in the context of M&S
- Investigate, analyse and evaluate different types of business ownership

Cross-curricular links: Literacy – developing vocabulary, History

Summary

How does a business grow from a market stall to a global high street institution? Using archive sources and business case studies, students will gain an understanding of enterprise in action.

They will also apply their own business skills in a series of engaging activities based on real-world retail content.

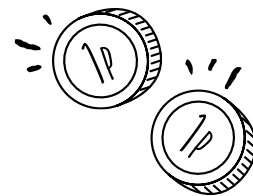


Resources with this pack:

- Lesson 1 Classroom PowerPoint slides
- M&S Business Brains film
- M&S Timeline resource
- M&S Quiz Sheet



Lesson 1 Overview



Activity	Content	Resources
Starter	<p>Starter discussion</p> <p>Q. What is M&S? Mind map everything you know, think and feel about M&S</p> <p>Q: What is an archive, and why would a business like M&S have/value one? Discuss</p>	<p>Slides 2-3</p> <p>Paper for Mind Maps</p>
The M&S story	<p>Q: Analyse the evidence: what are the key traits demonstrated by M&S that have led to its survival and success?</p> <p>Watch the M&S Business Brains film</p> <p>A: Identifying and meeting customer needs, quality, innovation, affordability, shopping experience, adaptability, ethics</p>	<p>Slide 4</p> <p>M&S Business Brains film</p>
Apply your knowledge	<p>Using the M&S Timeline, students identify different types of business ownership and activity throughout the company history.</p> <p>Explain pros and cons of different types of ownership, suggest reasons why these decisions were taken at the time.</p>	<p>Slide 5</p> <p>M&S Timeline resource</p> <p>M&S Quiz Sheet</p>
Plenary	<p>Create your own M&S timeline.</p> <p>Students use decision-making skills to select the most significant events from the timeline.</p>	<p>Slide 6</p> <p>M&S Timeline resource</p>

Starter

Class discussion

You will need: paper for mind maps

Q. What is M&S?

Students can work individually or as a group.

Mind map everything you know, think and feel about M&S.

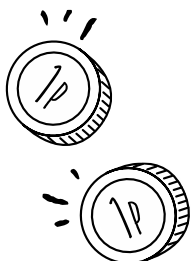
Prompts:

- What can you buy at M&S?
- Is it a large or small company?
- Old or new company?

Q: What is an archive?

A: An archive is a collection of information, which can come in many different forms such as: letters, reports, photographs, films, digital files, sound recordings and design work.

Our archive contains a lot of merchandise (items sold by M&S), which means we also have large clothing and homeware collections.



Q: Why would a business like M&S have an archive - what value does it have to the company?

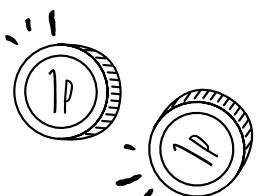
A:

- M&S can celebrate and use the heritage of the company to remind customers how long our business has been around and about our most popular products – it helps us to stand out from competitors.
- Being able to show the history of our products helps us protect our copyright and ideas, to stop competitors copying our exact recipes or designs.
- We can use the archive for inspiration and ideas for brand new products that look vintage or retro, which will generate new sales for M&S.
- We can use the archive for school workshops, public events and reaching out to people interested in history – this helps us to make a positive contribution to our communities.

Q: Which other well-known companies might have archives?

All these successful companies also have archives (click to reveal logos).

- What sort of items will these archives contain?
- What can they tell us about and be used for?



The M&S Story

You will need: M&S Business Brains film

Q: Analyse the evidence: what are the key traits demonstrated by M&S that have led to it's survival and success?

Watch the M&S Business Brains film

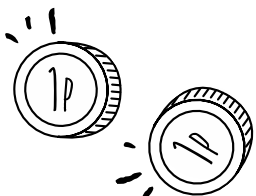
Students can take notes while watching the film to answer the question.

Answers might include:

- Identifying and meeting customer needs
- Ethics
- Quality
- Innovation
- Affordability
- Adaptability

Extension ideas

- Students could also identify key decisions, actions or people that have contributed to the success of the business.



Apply Your Knowledge

Slide 5

You will need: M&S Timeline resource, M&S Quiz Sheet, students will need baseline knowledge of business ownership terms

Students can work individually or in small groups.

Discuss/explain the meaning of each of the business terms listed.

Sole trader

Franchise

Partnership

Trademark

Private limited company

Advertising

Public limited company

Corporate social responsibility

Using the M&S Timeline and the M&S Quiz sheet, ask students to match the business terms from the list to the relevant part of the timeline.

Discuss the pros and cons of different types of business ownership (see overleaf for more detail), and complete the table on the Quiz sheet.

Extension ideas

- Remove the list of terms and ask students to name types of business ownership and activity themselves.
- Ask students to look at the timeline and identify key decision points, then think about what other options would have been open to the business at those points.

Term	What does it mean?	Pros	Cons
Sole trader	One person owns and manages a business	Easy and cheap to set up, keep all the profits, full control	Long hours, risk to personal assets, full responsibility
Partnership	A business that has two or more owners	Easy to set up, shared workload and responsibility, more financial resources, new skills	Sharing profits, potential for disputes, risk to personal assets
Private limited company	A business that is owned by shareholders, the company must invite someone to become a shareholder ie. Shares are not available publicly on the stock exchange	Creates finance/capital for expansion, limited liability – owners' personal money cannot be used to pay the company's debts, only liable for debts up to the value of the shares held, better status, easier to deal with suppliers	Stricter regulations – a lot more paperwork, information about the business can be made public, time consuming to set up, may need to pay for professional financial management, have to pay shareholders a percentage of the profits (dividend)
Public limited company	A business that is owned by shareholders, shares are sold on the stock market and are available to the public. PLCs are managed by a chief executive officer (CEO) and board of directors.	Raises funds through selling shares, shareholders have limited liability, easier to deal with suppliers.	Expensive to set up, higher risk of takeover by another company (if they buy more than 50% of the shares they can take control), will need professional financial management, have to pay shareholders a percentage of the profits (dividend), shareholders have a say in how the business is run which could mean having to manage conflict.
Franchise	A franchise is when a person buys the right to use the business name and format of an existing company.	Business is already set up and successful, use of a brand name, use of company policies and procedures	Have to stick to owner's rules and regulations, cost to buy into franchise, have to pay royalty payments to owner, tied into a contract for a set period of time

Plenary: Create your own M&S timeline

You will need: M&S Timeline resource

Ask students to create their own M&S timeline by selecting the events that they think were most crucial to the survival and success of the company.

Students should select no more than 10 events from the timeline.

Compare timelines and discuss why students have chosen certain events over others.

Extension ideas

- Limit the number of events allowed in the timeline even further, allowing students to use and develop their decision-making skills.





Useful information

M&S Company Archive Schools

<https://marksintime.marksandspencer.com/schools>

M&S Company Archive with My Learning

<https://mylearning.org/collections/the-marks-and-spencer-company-archive>

Contact us

Company.archive@marks-and-spencer.com

