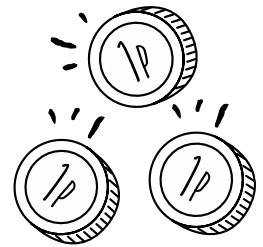
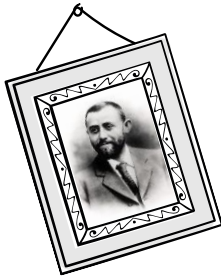




BUSINESS *brains*



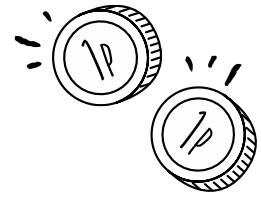
Lesson 2 Teacher's Notes

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 2



This is Lesson 2 of M&S Business Brains, a resource made up of three lesson plans.

Lesson 2 Learning Objectives

- Use business terminology to identify and explain business activity in the context of innovation at M&S
- Understand the importance of identifying and satisfying customer needs
- To understand the importance of product design, image and needs of the target market when designing new products
- Understand how demand for a product or service might change over time
- Understand different promotional methods and factors influencing selection and use of these methods
- Awareness of the four elements of the marketing mix (4 Ps) and how they work together

Cross-curricular links: Literacy – developing vocabulary, History

Summary

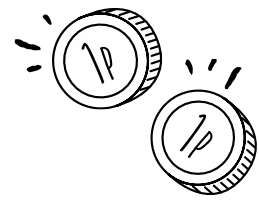
How does a business grow from a market stall to a global high street institution? Using archive sources and business case studies, students will gain an understanding of enterprise in action. They will also apply their own business skills in a series of engaging activities based on real-world retail content.

Resources with this pack:

- Lesson 2 Classroom PowerPoint slides
- M&S Business Brains film
- M&S Archive Innovation Sources
- Innovation worksheet



Lesson 2 Overview



Activity	Content	Resources
Meeting Customer Needs: Innovation	<p>Q: What does Innovation mean?</p> <p>Q: How many innovations can you identify?</p>	<p>Slide 2</p> <p>M&S Business Brains film</p>
Meeting Customer Needs: 4 Ps analysis	<p>Students work in teams</p> <p>Each team is allocated an M&S innovation from a period in the company's history, with supporting archive material</p> <p>Task</p> <ul style="list-style-type: none"> • Identify the target market for the innovation • Identify how the innovation meets customer needs • Suggest how it could be promoted • Discuss how M&S would decide a price <p>Q: What are the 4 Ps?</p> <p>Identify them in the answers to the points above.</p>	<p>Slide 3</p> <p>Innovation worksheets</p> <p>M&S Archive Innovation sources</p>
Plenary	<p>Ask students to identify the 4 Ps in current M&S business activity. They could look at;</p> <ul style="list-style-type: none"> • M&S.com commercial website • M&S corporate website • M&S on social media – Facebook, Instagram, Twitter • Partnership and collaborations eg Ocado, Britain's Got Talent, Early Learning Centre 	<p>Slide 4</p> <p>Internet access</p>

You will need: M&S Business Brains film

Students work in small teams.

Students will use archive sources to analyse how M&S has successfully met changing customer needs by developing and promoting innovative products.

Q: What does innovation mean?

A: Inventing something new, or a new way of doing something, that makes the process easier or solves a problem.

Innovation has been a core value of M&S from the very beginning of the business. Throughout our history we've invented new products and new ways of doing things in order to meet the needs of our customers.

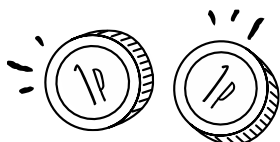
Watch the M&S Business Brains film**

Q: How many innovations can you identify in the film?

**** If you have already watched the M&S Business Brains film during Lesson 1, ask students to list any M&S innovations they know of e.g. Melt in the Middle puddings, Plant Kitchen vegan range etc**

Extension ideas

- Students discuss how the innovations listed or identified in the film meet a customer need.



Meeting Customer Needs: 4 Ps Analysis

Slide 3

You will need: M&S Archive Innovation Sources, Innovation worksheets, students will need a baseline knowledge of the 4 Ps

Give each team one M&S Archive Innovation to analyse.

The innovations are;

1. 1950s-70s New fabrics Tricel and Orlon – 3 source documents
2. 2018 Easy Dressing children's clothing – 2 source documents
3. 1970s convenience foods – 3 source documents
4. 2019 Plant Kitchen vegan food range – 2 source documents

Teams use the archive sources to:

- Identify the target market for the innovation
- Identify how the innovation meets those customer's needs
- Suggest where and how this product could be promoted to reach the target market
- Discuss what the business would have to consider when deciding a price for this product
- Students can use the Innovation worksheets to record their findings.

Once completed, ask students

Q: What are the 4 Ps?

A: Product, price, place, promotion

Ask students to identify the 4 Ps in their answers.

- Identify the target market for the innovation (**promotion**)
- Identify how the innovation meets those customer's needs (**product**)
- Suggest where and how this product could be promoted to reach the target market (**place**)
- Discuss what the business would have to consider when deciding a price for this product (**price**)

Plenary

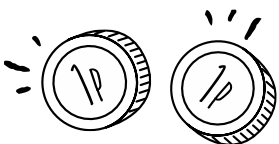
You will need: internet access

Ask students to identify the 4 Ps in current M&S business activity. They could look at;

- M&S.com commercial website
- M&S corporate website
<https://corporate.marksandspencer.com/>
- M&S on social media – Facebook, Instagram, Twitter
- Partnership and collaborations eg Ocado – making our full food range available online, Britain’s Got Talent – targeted advertising, Early Learning Centre – ELC toys made available through the M&S.com website

Extension ideas

- What else would you like to know? How could you find out?





Useful information

M&S Company Archive Schools

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

M&S Company Archive with My Learning

<https://mylearning.org/collections/the-mands-company-archive>

Contact us

Company.archive@marks-and-spencer.com

