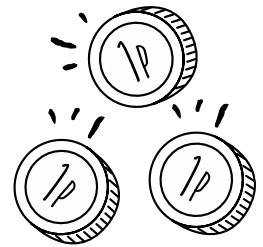
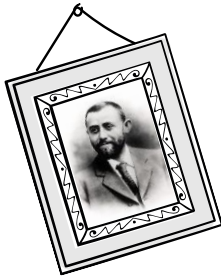




# BUSINESS *brains*



## Lesson 3 Teacher's Notes

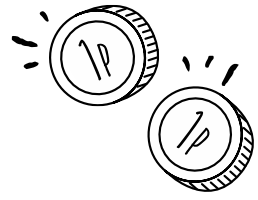
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Lesson 1: What is M&S?, types of business ownership, business terms, business ownership pros and cons

Lesson 2: 4 Ps, meeting customer needs

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

# Lesson 3



This is Lesson 3 of M&S Business Brains, a resource made up of three lesson plans.

## Lesson 3 Learning Objectives

- Understand the importance of product design, image and needs of the target market when designing new products
- Develop an innovative product idea using a simple business plan
- Write and deliver a pitch for this idea showing awareness of the four elements of the marketing mix (4 Ps) and how they work together

**Cross-curricular links:** Literacy – developing vocabulary, History

## Summary

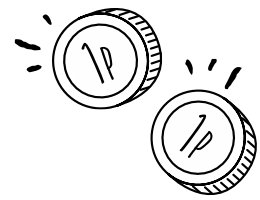
How does a business grow from a market stall to a global high street institution? Using archive sources and business case studies, students will gain an understanding of enterprise in action. They will also apply their own business skills in a series of engaging activities based on real-world retail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

## Resources with this pack:

- Lesson 3 Classroom PowerPoint slides
- Business Plan template



# Lesson 3 Overview



Activity	Content	Resources
Create a product range	<p>Develop an idea for a new M&amp;S product range.</p> <p>It must be;</p> <ul style="list-style-type: none"><li>• archive-inspired in some respect</li><li>• aimed at a target market</li><li>• meeting a need/solving a problem</li></ul> <p>Use <b>Business Plan template</b> to track development of idea. (Completed example template on slide 4 if needed).</p> <p>Create a product name/slogan.</p>	<p>Slides 2-4</p> <p>Business Plan template</p>
Pitch your range	<p>Write and present a pitch for your idea.</p> <p>Vote for the best presentation based on the product brief.</p>	<p>Slides 5-6</p> <p>Pitch materials</p>
Plenary	<p>Self-evaluation.</p> <p>Students discuss in their groups what went well and what could be improved about their pitch.</p>	<p>Slide 7</p>

# Create a product range

**You will need:** Business Plan template, students will need baseline knowledge of the purpose and function of a business plan. Students work in small teams.

**Ask students to develop an idea for a new M&S product range for clothing, food or homeware.**

It must:

- be archive-inspired
- be aimed at a target market
- meet a need or solve a problem
- have a name and slogan

**Archive inspiration** could be from a design or pattern, a font or logo, a product, an event from the timeline etc. Students can research archive images and documents using the Marks in Time website and our online catalogue.

A product range should include at least two different products.

Students can draw their products as well as filling in the **Business Plan template** to help with developing their idea.

There is a section on the Business Plan about costs - finance isn't covered in this resource so you may want to refer to other sources for this section.

## Extension ideas

- Students could research current M&S products, identify a gap in the offer and create a range to address this. Students should also discuss why this gap exists in the M&S product range.

# Pitch your product range

Slides  
5-6

**You will need:** Students' own pitch materials

The teams will pitch their product range idea to the rest of the class. **Set a brief** to keep the pitches focused. For example (please edit slide 5 as needed),

Pitches should:

- be no more than 2 minutes long
- have an introduction – who are you, what is this pitch about?
- cover the key points from your business plan
- include a logo design and visual representation of your range.

**Here are some points for students to consider when preparing their pitch:**

- what are the 4 Ps of your product range?
- what are the key points you need to get across?
- who is going to say what?
- tell a story, make your pitch engaging and unique.
- what visual aids will you use? How will you create them?
- think about your body language and your voice – you need to be heard and understood by your audience.
- choose a strong opening line and practise it.

When all the pitches are complete, have a vote for the most successful one. Make it clear what the students are voting for beforehand, this could be best idea, most persuasive pitch, most creative pitch etc.

## **Extension ideas**

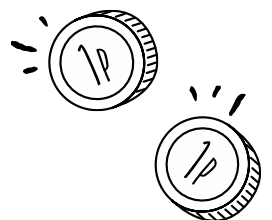
Students could write and film a TV advert (using a tablet or phone) for their range to show as part of their pitch.

## Plenary - Self-evaluation

Students discuss in their groups what went well and what could be improved about their pitch.

### Extension ideas

- Swap the groups' business plans and ask them to pitch each others ideas.





## 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

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