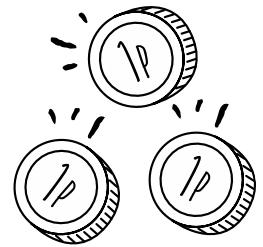
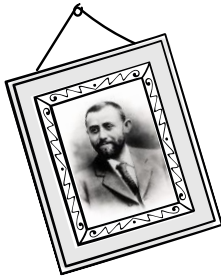




BUSINESS *brains*



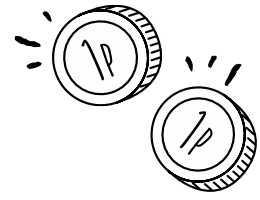
Lesson 3 Teacher's Notes

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 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

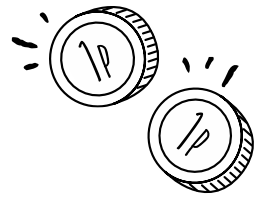
How does a business grow from a market stall to a global high street institution? Using archive sources and business case studies, students will gain an understanding of enterprise in action. They will also apply their own business skills in a series of engaging activities based on real-world retail 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&S product range.</p> <p>It must be;</p> <ul style="list-style-type: none">• archive-inspired in some respect• aimed at a target market• meeting a need/solving a problem <p>Use Business Plan template to track development of idea. (Completed example template on slide 4 if needed).</p> <p>Create a product name/slogan.</p>	Slides 2-4 Business Plan template
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>	Slides 5-6 Pitch materials
Plenary	<p>Self-evaluation.</p> <p>Students discuss in their groups what went well and what could be improved about their pitch.</p>	Slide 7

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

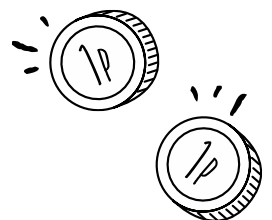
Students could write and film a TV advert (using a tablet or phone) for their range to show as part of their pitch.

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.



Resource Evaluation Form

We hope you've enjoyed using this resource. To make sure that we're providing the best resources that we can, we'd be grateful if you could answer the following questions and let us know how we're doing.

School name:

Date you used the resource:

How did you find out about the resource?

How does this resource link to your classroom activities or planning?

What did you like most about the resource?

What would you change?

Would you recommend the M&S Company Archive resources to colleagues?

Why?

Thank you for your comments

Please email your answers to company.archive@mands.com

or post to M&S Company Archive, Michael Marks Building,

University of Leeds, LS2 9JT





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