



Workshop: Two Men and a Five Pound Note

How does a business grow from a pedlar's pack to a global high street institution? Using primary sources and business case studies, students will gain an understanding of enterprise in action.

Duration: 2 hours **Audience:** KS3-5, up to 30 students

Location: M&S Company Archive

Learning Objectives:

- To learn about the growth of M&S from market stall to global retailer
- To identify successful business strategies
- To use primary sources to research ideas for presentation
- To develop an innovative idea relating to current M&S practice

Workshop Overview:

Activity	Content
Welcome & Introduction	<ul style="list-style-type: none"> • Meet and greet • Why are you here? What we are going to do. • Housekeeping
What is an archive? What is M&S?	<ul style="list-style-type: none"> • What is an archive? Why do we preserve objects and documents? • What is M&S? What do you already know? - Students create a mind map of words they associate with M&S. • Exhibition tour - Brief history of the company
Rags to riches	Students write down everything they can remember from the tour. They are asked to identify the key points that made M&S successful.
Fashion Brands	Students look at material from M&S sub-brand to identify their target market and how they are tailored and advertised to attract this group.
Set tasks	Students are split into groups and asked to create a new range for M&S, using the archive as inspiration.
Break	
Research and prepare pitch	
Presentations	Groups pitch their range to the rest of class.
Plenary and feedback	<ul style="list-style-type: none"> • Prize awarded to best presentation, with feedback to all groups. • Students repeat the mind map activity to see how their understanding and opinions have changed.