

# The Wootton Park Extended Project



## Title: Business in the face of challenge

This is an extended project to enable you to get creative and solve a problem that many businesses are currently facing: 'how does a business survive in a time of social isolation?'

### Primary:

1. **RESEARCH:** Ask your parent or carer what businesses they are using at the minute and what things they would really like help doing that a business might support them with.
2. **INNOVATE:** Try designing a company. What will your company make or do that could help people now. Would it be internet based or a delivery service of some kind? Would it be delivering a service, like playing games with children or helping them with their home learning?

Things you should include in your design:

- A logo
- A description of what your company will make or do
- Pictures to illustrate the product
- A price list

Things you could include in your design:

- A Dragon's Den style pitch of your company on film

### Secondary:

1. **RESEARCH:** You have to select a business which is currently facing difficulties in these very challenging times.

What measures are they putting into place to try and adapt/ overcome the issues they are facing?

- Place: Where are they located (is this an E-commerce business/ high street business etc)?
- Product: What is the product or service? Have they had to adapt to their current challenge?
- Price: Have they had to adapt their pricing structure?
- Promotion: How are they now trying to promote their product/ service?

2. **INNOVATE:** Now that you have conducted your research, what business idea can you devise in order to meet the needs of customers in this challenging time? Consider the following:

Customer needs:

- What problems do we face?
- What could be created to help make life better and solve these problems today?
- This could be on a personal, local, national or global level, but must not already exist.

When you have your idea, you will need to write your own business plan with the following considerations:

- Place: Give details of the location of your business and reasons for choosing this location
- Product: Create a name for your product/business and explain the reasons for choosing this name. Give a detailed description of your product, with a design/image and labels. Create or build a model of it (a prototype) so that we can see what it looks like. Give details of the materials needed to make your product and why you have chosen these materials

- Price: What would a fair price be? Remember that you will need to consider the cost of the materials for production, cost of promotion and cost of place. Then you can work out a price that customers would be willing to pay, whilst still giving you access to profit.
- Promotion: You need to decide on how to pitch your final presentation; you must use your knowledge and skills to design a relevant presentation. You could
  - create a slogan to help sell your product.
  - Give details of who your product is aimed at and why.
  - Provide examples of advertising and details of where and how you will advertise your product, or
  - Film yourself telling us about your product and 'selling' it to us to see if we would buy it

**Submission Deadline:**

There is currently no submission deadline for this project. It is for fun! Want your work to be considered for the website? Email it to [info@woottonparkschool.org.uk](mailto:info@woottonparkschool.org.uk) with the title Extended Project