

The Business Apprentice



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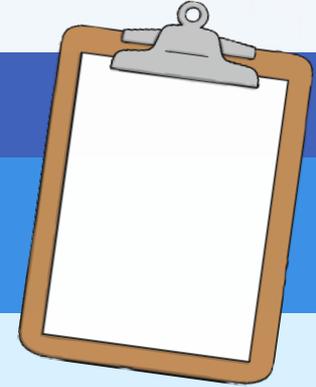


My name is Sir Alan Lord. I've been in the business since I was your age, when I began selling sweets to other children in my class.

I'm looking for an apprentice to help me run my multi-million pound business empire.
Have you got what it takes?

The Business Apprentices

A Project Pack.



During this project, you will:

- Develop your creative thinking skills and enterprise skills.
- Make decisions and choices about products and advertising.
- Learn to work effectively as part of a team and manage a team.
- Use persuasive techniques to sell effectively.
- Research aspects of a task which may help you to perform better.
- Develop confidence and techniques when talking to an audience.
- Invent a totally new product.

Research Links

Your first task is to think of a name.

[Click here](#) to see the names chosen by teams in a similar competition. Think about why these names were chosen when naming your business.

Take 5 minutes to decide on a name that your team/company can use throughout this process.

Alpha	Invicta
Atomic	Protégé
Excel	Velocity
Instinct	Venture
Odyssey	Synergy
Renaissance	Sterling
Platinum	Eclipse

Working as Part of a Team?

What needs to happen in order for a team to work well together?

How do you know if a team is working well together?

What are the problems that could occur in your teams?

What strategies will you use if these problems occur?



Lesson 2: Design Task



Let's get the ball rolling!
I have put your company in touch with another company who have just designed a new chocolate bar.

They want your company to design packaging and a slogan for the chocolate bar to be part of the marketing campaign.

Don't let me down – the best one will win!



Reply

Forward

TO: Design Company

SUBJECT: Blazin' Rasins Chocolate bar

Hi,

We have been passed your details by Sir Alan Lord. We need help with the design and marketing of our chocolate bar 'Blazin' Rasins' and we would like your company to come up with:

- A logo
- A slogan
- A packaging design

We have already formulated the recipe for the bar and the details of the product are as follows:

- Ingredients:** Bar 1: Dark chocolate and small chunks of popping candy. Bar 2: Milk chocolate and raisins.
- Taste:** Bar 1: Dark and tasting of cocoa but with the random 'blazing' effect of the pieces of popping candy. Bar 2: Smooth with the milk chocolate and fruity with the raisins.
- Appearance:** A single bar with an easily snappable plain chocolate 'bridge' connecting the two parts of the bar together. Bar 1 has 'Blazin' imprinted on it. Bar 2 has 'Raisins' imprinted on it.
- Ways people have describe the war in focus group tests:** *unusual, wow, different, funky, eye popping, like a box of chocolates in a bar, fun.*
- Target market:** Young people aged approximately 11 – 16 who have slightly outgrown 'sweets' but who still have a taste for 'candy'.

We trust you will make a really professional job and would expect you to start by researching slogans, logos and packaging already in use by other chocolate bar manufacturers.

Thanks in advance – we look forward to seeing the results of your hard work.

The Blazin' Rasins team

The Facts

Good branding can make a product instantly recognisable. Research shows that the Coca-Cola logo is recognised by 94% of the world's population.

The founder of the social media site Facebook chose a blue colour for the brand because he is colour blind and can't tell the difference between red and green.

Cadbury's purple colouring has been used for over 100 years. It is protected by a trademark ad.

Colour makes your brand stand out from competitors and can account for as much as 80% of choice.

Colours which work well together, and a simple design with the name of the chocolate bar clearly readable in the largest letters that fit on the bar is the formula followed by most 'everyday' chocolate manufacturers in the UK.

The Rules

Each person in the team completes a design sheet so the consistency of the brand can be established.

Finished designs will be displayed around the classroom or group room.

Teams will be required to recite their chosen slogan together.

First, second and third place will be decided by a secret ballot.

Team members cannot vote for their own designs.



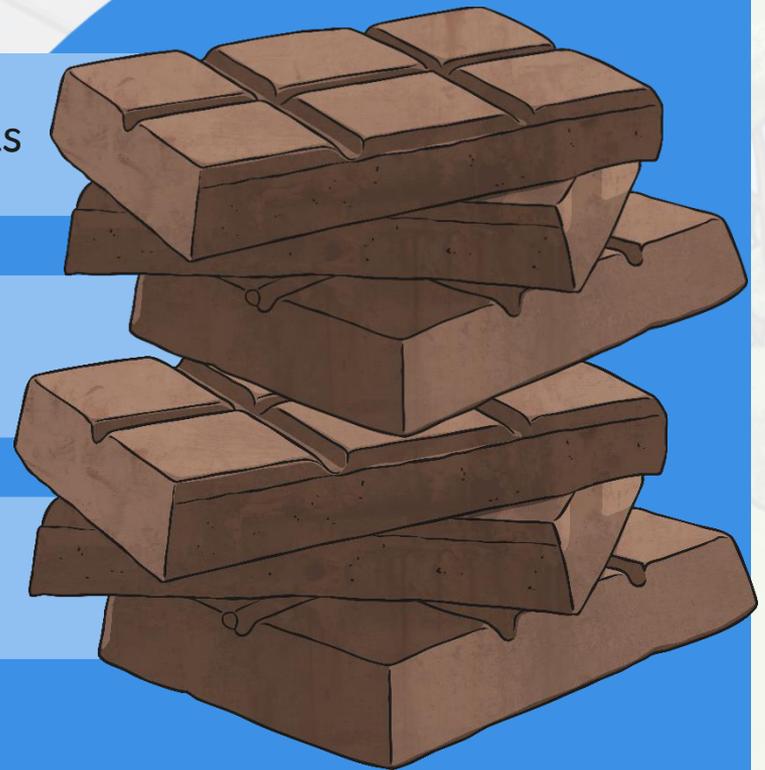
Research Links

Click on the bars below for research links.

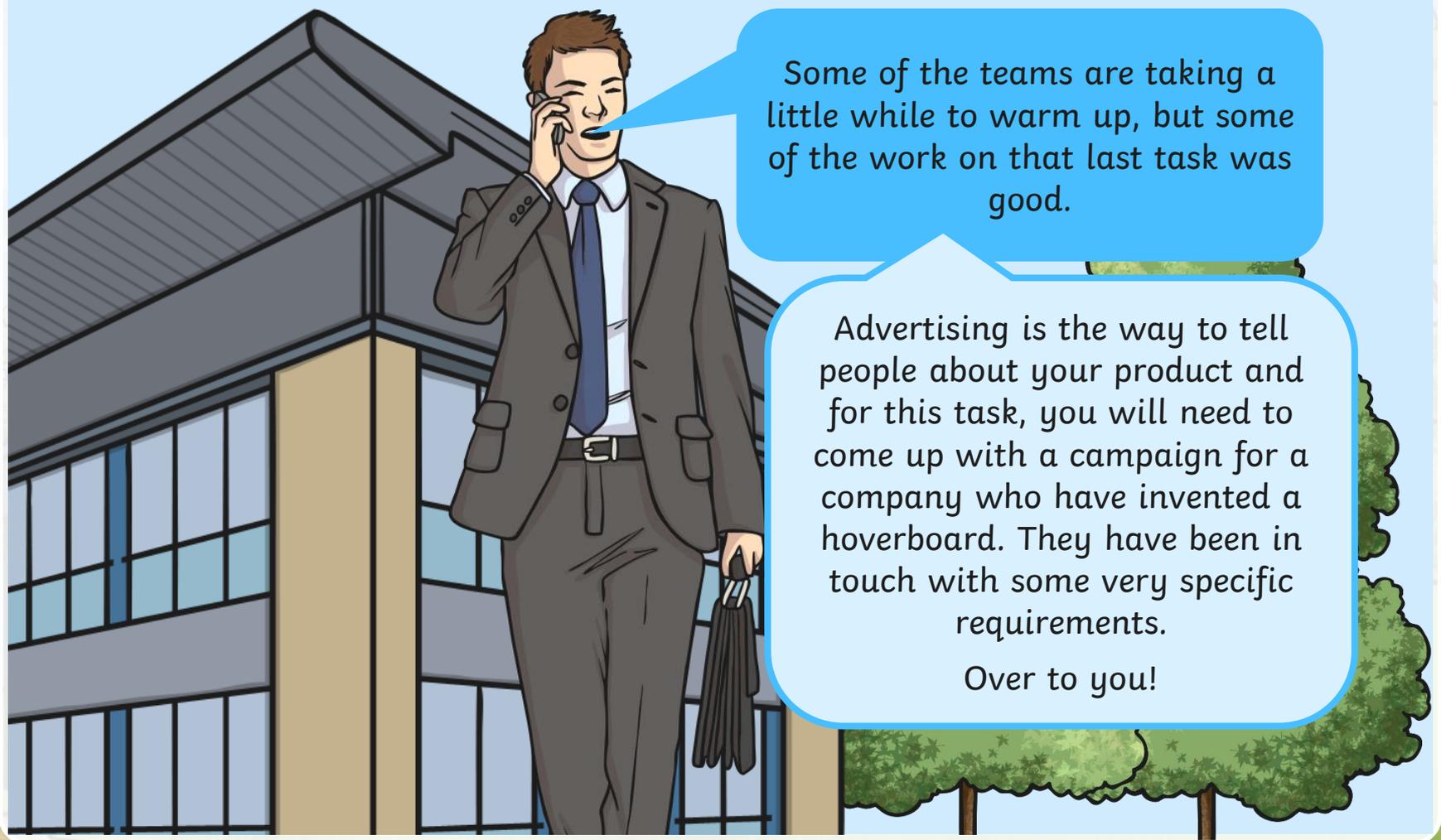
[Exclusive chocolate bar wrapper designs](#)

[Everyday chocolate bars](#)

[Chocolate bar slogan generator](#)



Lesson 3: Advertising Task



Some of the teams are taking a little while to warm up, but some of the work on that last task was good.

Advertising is the way to tell people about your product and for this task, you will need to come up with a campaign for a company who have invented a hoverboard. They have been in touch with some very specific requirements.

Over to you!



Reply

Forward

TO: Company responsible for the Blazin' Raisins design, slogan and logo

SUBJECT: TV advert for the 'No Bovver' Hoverboard

Hi,

Following your success with the design for the Blazin' Raisins chocolate bar, we would like to bring you on board to manage the advertising campaign for our new product – the 'No Bovver' hoverboard. There has been a lot of money invested in this product which is at the cutting edge of new technology. The high cost of making the product combined with the cost of TV advertising means that the advert must deliver immediate interest and sales.

For this reason, we are looking for something a little different or 'out of the box'. On the research links page there are links to adverts we have liked in the past, which may inspire your thinking.

There are also some product details below:

- **Product:** No Bovver Hoverboard
- **Company producing the hoverboard:** The Future is Here.
- **Product description:** This hoverboard is the real thing – it has a range of 2 miles and can achieve heights of up to 30 metres. It has a flight time of up to 10 minutes. It works by creating its own magnetic field which repels the ground to keep it airborne.
- **Cost:** At its launch the product will cost £999.99
- **Target market:** This board is really aimed at anyone who can afford it, from middle-aged adults who remember hoverboards from Back to the Future to teenagers who are currently skaters. Therefore, the advert needs to appeal to a wide ranging audience.
- **Requirmenet:** 1 x 30 second TV advert and 1 x billboard/magazine/newspaper advertisement (this will be scaled to suit the different formats).
- **Resources:** Image packs containing an image of the hoverboard and a logo for the company 'The Future is Now' will be made available to you – these can be used at your discretion.

Good luck!

Research Links

Click on the bars below for research links.

Examples of print advertising posters

Library of TV advertisements

Sony Bravia

Cadbury's Dairy Milk - Gorilla

Nike football

Cadbury's Dairy Milk - Eyebrows

Waterslide – Barclays Contactless



The Rules

Each team must complete a TV advert storyboard design sheet and a print advert design sheet.

Finished designs will be displayed around the classroom or group room.

Each team will then have an opportunity to talk through their advertising material to attempt to bring it to life for the audience. This may even include short sections of acting or voiceover.

First, second and third place will be decided by a secret ballot.

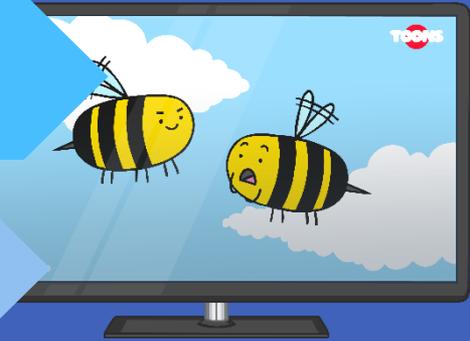
Team members cannot vote for their own designs.



Things to Remember: Tv Advert

The audience/viewers need to know what is being sold – even if the advert is experimental, so don't forget to start and end with the product name and slogan if appropriate.

Less is more – do you need to have pictures, captions, sound effects and music all at the same time?



Things to Remember: Print Advert

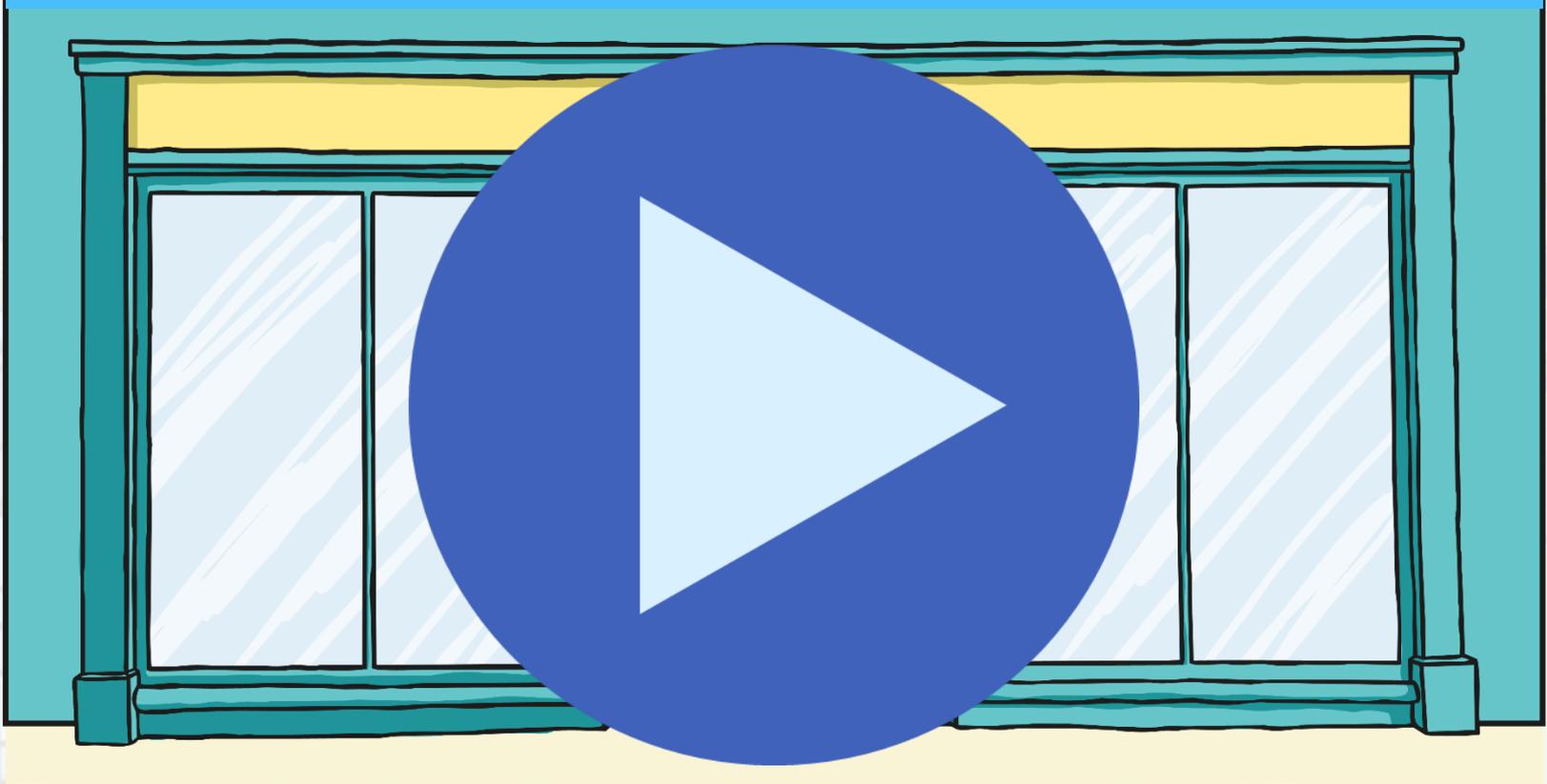
This advert will be used for everything from billboards to magazines and newspapers – be bold with logos and captions.

Link the poster to your TV advert by using a common theme or a still or image from the advert.



Research Link

Click the button below to watch tips of sales techniques video.



Top 5 Sales Techniques

1. Start your pitch with a positive comment!

2. Don't say bad things about competitors – people will think these things of you too.

3. Give customers a positive label e.g. 'You are one of our best customers.' They will try to live up to their label.

4. Use positive, open and reassuring body language.

5. Finish your pitch on a high note – that's what customers will remember the most.

Ready, Steady, Sell!



Start

15:00

And the Winners Are...



Lesson 5: Invention Task



This is the ultimate test of your team's business skills.

For this task, I want you to design a brand new product that meets a need in the market place.

You must make a prototype and 'pitch' your product to an audience. The winners will be the team who have the best idea and present it in the most engaging way.

There's nowhere to hide on this task!

The Facts

It's not something we need to think about often, but everything we use and depend on each day was invented by someone at some point.

Inventors turn nothing into something to make things easier for us, or to help us experience the world in a new way.

In 2014, almost 25 000 patent applications were received in the UK.

The following inventions commonly appear when lists of most important inventions ever are made – the wheel, the plough, the printing press, the combustion engine, the Internet.

Often things are invented by accident:

- Crisps were invented when a customer in the USA kept sending his chips back because they weren't crunchy enough.
- Play Doh was invented by brothers trying to invent a wallpaper cleaner.



The Rules

Some aspect of your design/invention must be innovative i.e. a Google search would not return any existing product which is exactly the same.

All members of the team must complete an Invention Task Planning Sheet.

All members of your team must contribute to the final 'pitch'.

You must be prepared to answer questions at the end of your pitch.

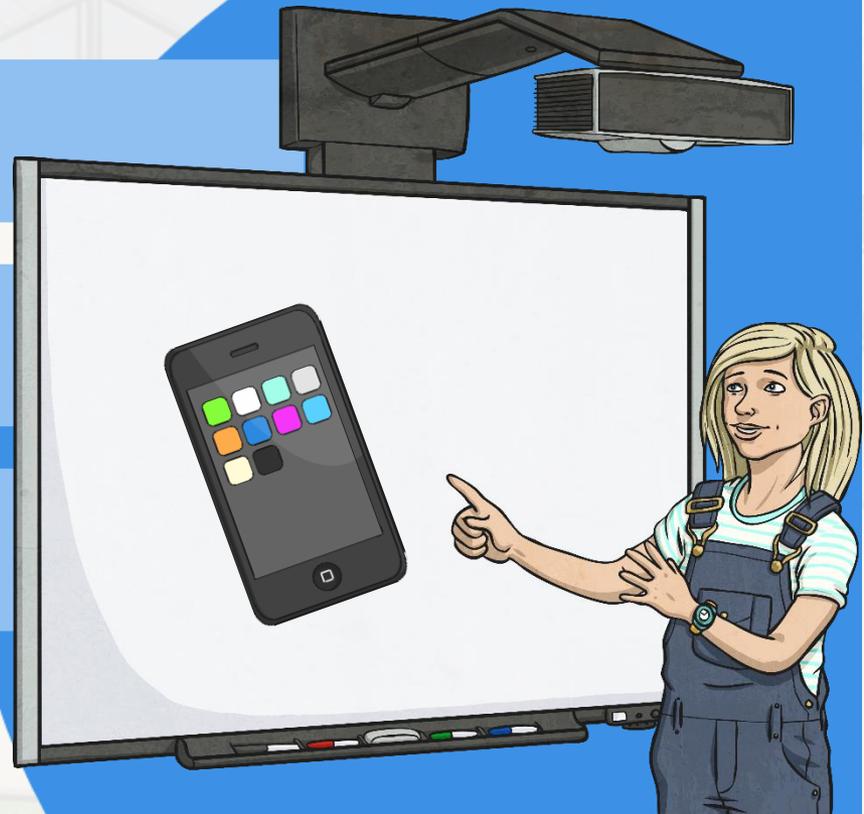
Research Links

Click on the bars below for research links.

Examples of inventions from 2014

Examples of working with Focus Groups

Example of a 'pitch' to promote and sell a product



What You Should Do Next...

Think about any times you have needed to use something and you have been left thinking 'This thing is not very good!'

Think about situations you have been aware of where the existence of a new object could have given you the help you needed.

Think about 2 or more things that are often used together – can they be combined into one handier object? (e.g. phones and cameras used to be separate!)

Is there are process currently done only on a large scale that could be shrunk down to be completed in a home or in a school? E.g. recycling machines?

Use the Complete the Invention Design Activity Sheet.

- Start by sharing any ideas at all that you can come up within your group. At the early stages, no idea is too wild or crazy 0 ideas can inspire other ideas too.
- Create a final list of three possible inventions from which to choose a final idea with the help of a focus group.

Focus Groups

Once you have your three ideas, you have reached the focus group stage. You may be blinded by the excitement of your own invention but what do the general public think?

Present a small group with your three ideas for an invention and get feedback on which idea people think is the best. (The focus group could be made up of the adults in the room). This will help you to decide which invention to use for this project.



Preparing for Your Pitch

Complete the **Pitch Preparation Activity Sheet**.

Underline or highlight anything really important so you don't forget to say it.

Practise your pitch again and again until everyone knows what they are saying and can do it without notes. You can make cue cards if you need to.

Rehearse making eye contact with your audience.

If at all possible, make a prototype or a scale model of your invention that you can show the audience.

Remember to be excited and passionate about your invention – if you aren't who will be?

Anticipate questions that you may be asked and have answers prepared in readiness.

It's time to Pitch!

As you listen to the product pitches, using the **Design Pitch Scoring Sheet**.

Score each team out of 10 on the following criteria:

Product: Do you understand their idea? Do you think it would work? Is it an original idea? How well do the team respond to questions about their product?

Presentation: How well do each team pitch their product? Are they confident? Can you hear them? Do they give eye contact? Is it well rehearsed and smooth? Are questions answered sensibly?

Passion: Do the team seem to believe in their product? Are they enthusiastic enough to make you believe in what they are doing?

After you have heard all of the pitches, add up the score for each team so you know who your winners are.

Lesson 6: The Interview



We've almost reached the end of this process now and I've almost reached the end of my patience! We are now going to decide who the winning team was and give each member of the winning team a grilling in a business interview.

The winning team member who gives the best interview will be hired and the rest will be quickly forgotten about!

The Facts

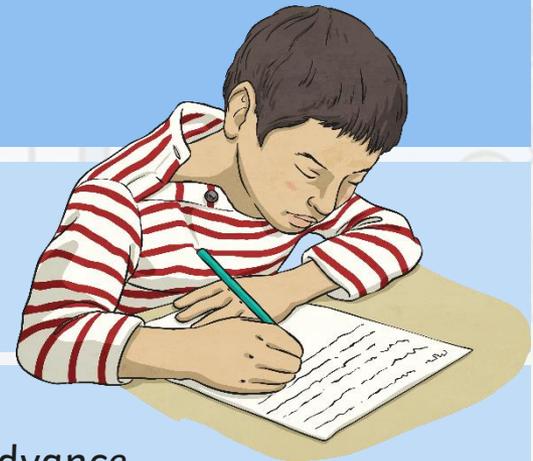
The average length of an interview is 40 minutes, but up to half of interviewers say they know in the first minute and a half if the candidate is likely to be successful.

Some of the reasons given for not hiring interviewees are as follows;

- Poor posture in the interview
- Dressing too trendily
- Unable to make eye contact

Smiling can help relax both you and the interviewer.

Lots of questions can be predicted and prepared for in advance.



The Rules

Each person in the class or group will write a question, fold it up and place it in a box or bag.

Questions must be sensible and appropriate to the task but can be as hard and as 'searching' as you like.

While the remainder of the class write questions, the candidates will be allowed some thinking time in which to anticipate questions and think through possible answers.

Each candidate will face a pre-agreed number of questions which will be selected and read out by other children in the group.

As there is no specific job being applied for, questions will be in the style of:

'What makes you think you would be a good business apprentice?'

'Which talents do you have which make you suitable for the world of business?'

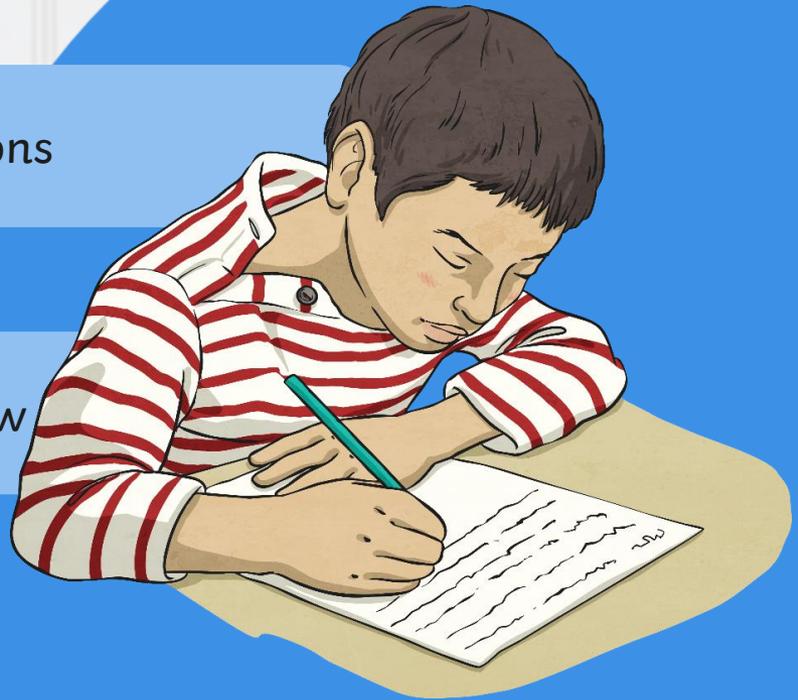
'Would you say you are a good team player?'

Research Links

Click on the bars below for research links.

Examples of useful interview questions

Example of a good and bad interview



The Interviews

While the interviews are being conducted, keep track of the performance of each of the candidates using the **Interview Task Scoring Sheet**.

Confidence: Does the candidate sit upright? Do they make eye contact with the audience? Are they confident as they walk into the room to take their seat? Do they seem to believe in themselves when answering questions?

Clarity: Does the candidate answer the question clearly? Can you hear what they are saying and do they make it obvious why they believe they are a good candidate?

Content: Are the answers the candidate gives extended to include detail, examples and extra information to support the points they are making?

Our Winner!



Congratulations!

You have shown huge business potential. You remind me of myself when I was at school. You will be my next business apprentice!

You're hired!

