



Planning

**My ideas for
our enterprise:**





→ Think up Ideas

→ Be creative

→ Think
outside of
the

The Group's ideas



SWOT Analysis for the enterprise

Research



Strengths	Weaknesses
Opportunities	Threats

Enterprising Skills and Qualities
The skills I used and how

- Being energetic
- Being confident
- Being a leader
- Being decisive
- Being a communicator
- Being innovative / creative
- Being flexible
- Being prepared to take risks
- Being realistic

Task	Enterprising skills and qualities NB There may be more than one answer! (These to be removed when using this sheet)

Our brainstorm of ideas – good/services

A central graphic consisting of a 2x3 grid of colorful hands (yellow, orange, purple, green, blue, red) raised in the air. Surrounding this central graphic are eight large, light blue, rounded rectangular ovals, arranged in two columns of four, intended for writing brainstormed ideas.



Deciding on a product or service



In deciding on a product / service, what things do we need to consider?

- 1.
- 2.
- 3.
- 4.
- 5.

IDEA	Strengths of this idea	Possible challenges

Branding

When starting up a new business, one of the first things you need to do is choose a suitable name for your enterprise. It is worth spending time considering the name, since not only will this be the first thing potential customers see, but it will also be with you for the duration of your venture.

The first impression potential customers will have of your company will be based on its name. For this reason, the name you choose for your company, product or service really matters

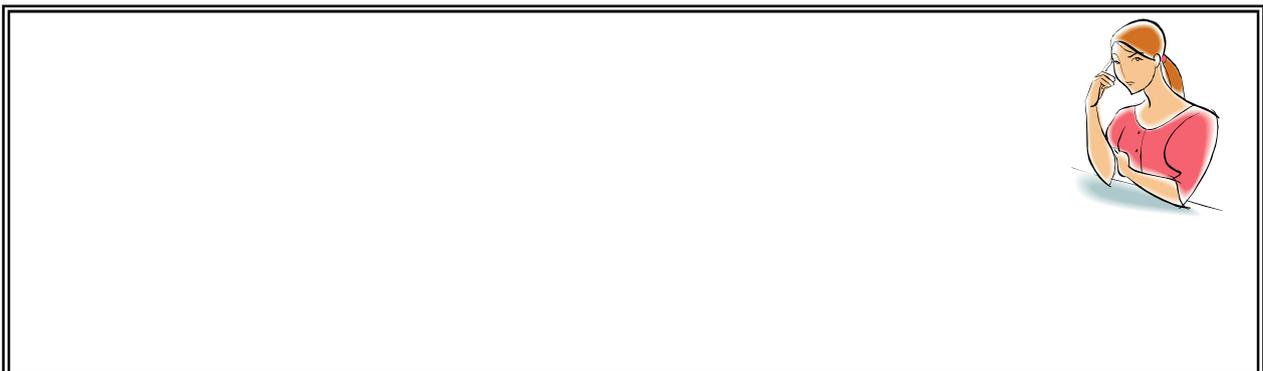
A great name will catch your customers' attention. They will remember it. And, will be motivated to get to know you. A poor name will be quickly forgotten. Worse, it can turn customers off and drive them to your competitors.

Write down a list of key words associated with your product / service:



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Can you come up with any names which might be suitable for your company?



Choosing a Logo Design Company for Your Business

Your logo, your letterhead, your business cards, your marketing-they all represent you and your business. If they are well-designed, they will communicate to your customers that your company is reputable, reliable, and professional. Your company image depends on a quality logo design that is unique and memorable. Your logo is the foundation of your brand.

You want your logo design to create a powerful memory in the minds of your customers so that they when need a product or service, they will think of you.



Research

Check out some company logos as part of your research and decide why they are effective, use this research to help you come up with your own design.

What makes a good company logo?

- 1
- 2
- 3



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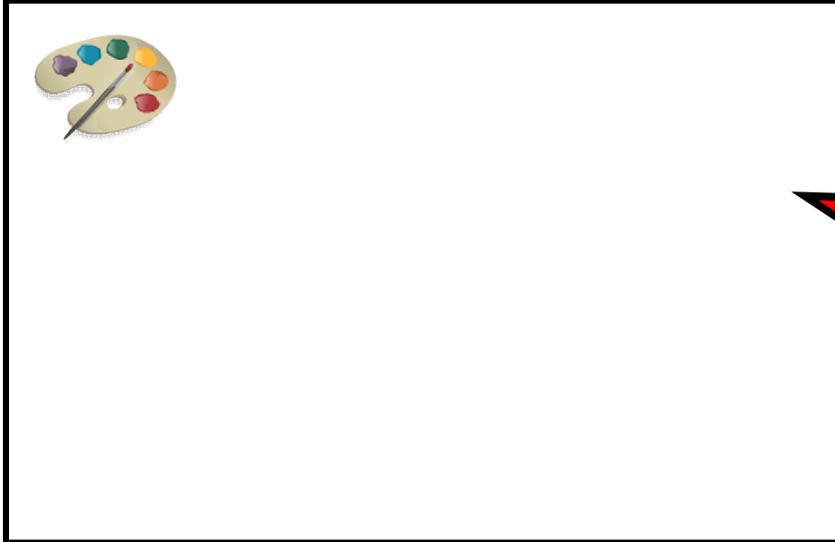
What picture images would best represent your product or service? e.g. *a picture of an egg* for an Easter egg mini company

- 1.
- 2.
- 3.



Planning

Now, sketch a number of possible logos which would be suitable for your product / service ss



My first idea



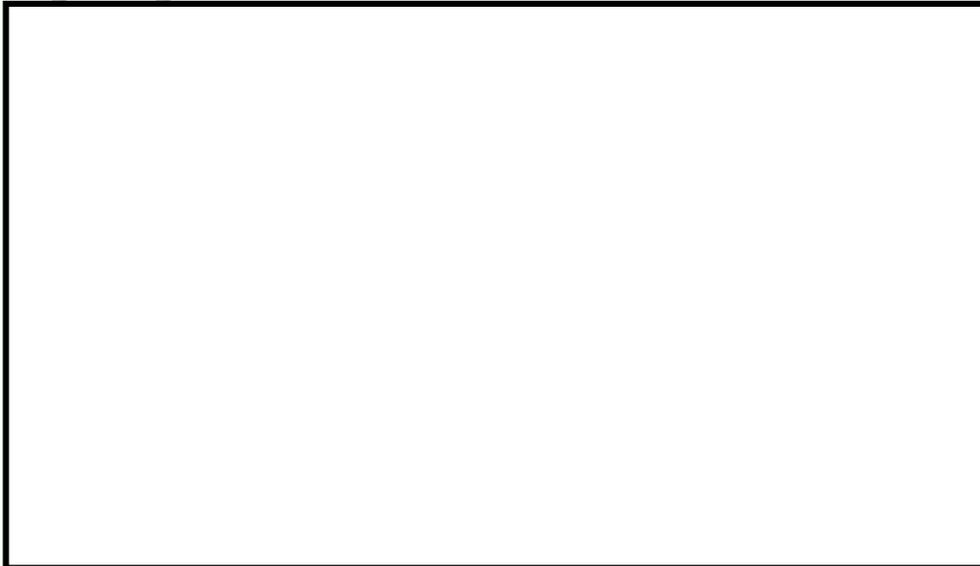
My second idea



My chosen idea

Description of our Goods/Service:

Drawing of good or service



Resources required (materials) to make the goods or services



Planning

Marketing Plan: The 5 Ps

Promotion:

Explain the different methods you will use to advertise your product.



Place:

Explain where you will sell your product

Packaging:

Explain how you will package your goods.

Price:

Explain how you set your price and what price you are selling at.

People

Who is your target market?



Evaluation



Red
Green
Amber



Think about the skills you use when working in a group. Use traffic lights to rate your skills at the beginning and end of this project. You may wish to talk to a partner about it.

	Start of project	End of project
Work well with others		
Trustworthy and reliable		
Stick to the task		
Speak confidently		
Follow instructions		
Make decisions		
Team player		
Responsible and dependable		
Good listener		
Problem solving		
Risk taking		

BEFORE → A skill I would like to improve:

AFTER → One skill I developed:

Evaluation

What I did	Skills I used
Risks I took	Decisions I made
What went well → (list three things that went well and say why)	How I felt 
What did not go well → (list three things that did not go well and say why)	How I felt 

Self-Evaluation



Some key phrases to include

This was a great learning experience for me because ...
Starting off I felt... because...
I learned that...
I realised that...
I discovered that...
Things I was involved in were
Skills I've used before that helped me
Skills I learned to use
The most challenging part for me was
I dealt with this by...
What I would do next time to make it even better
My favourite part of the whole project was
Risks I took
What motivated me was...
What surprised me was...
This helped me because...
I learned that I am...
I learned that I can...
I now know that...
I now realise that...
I can now see how....
The next time I will....because
Based on this experience I will / I intend to..



Amazed
Confident
Delighted
Great
Happy
Lucky
Optimistic
Overjoyed
Pleased
Reliable
Satisfied



Annoyed
Alarmed
Anxious
Bored
Doubtful
Dissatisfied
Frustrated
Irritated
Nervous
Upset
Unsure
Worried



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Using the information you have prepared write a passage about your enterprise experience. Evaluate the enterprise (i.e. what went well, what could have been better), mention, the skills you used and developed, what you learned about yourself.

