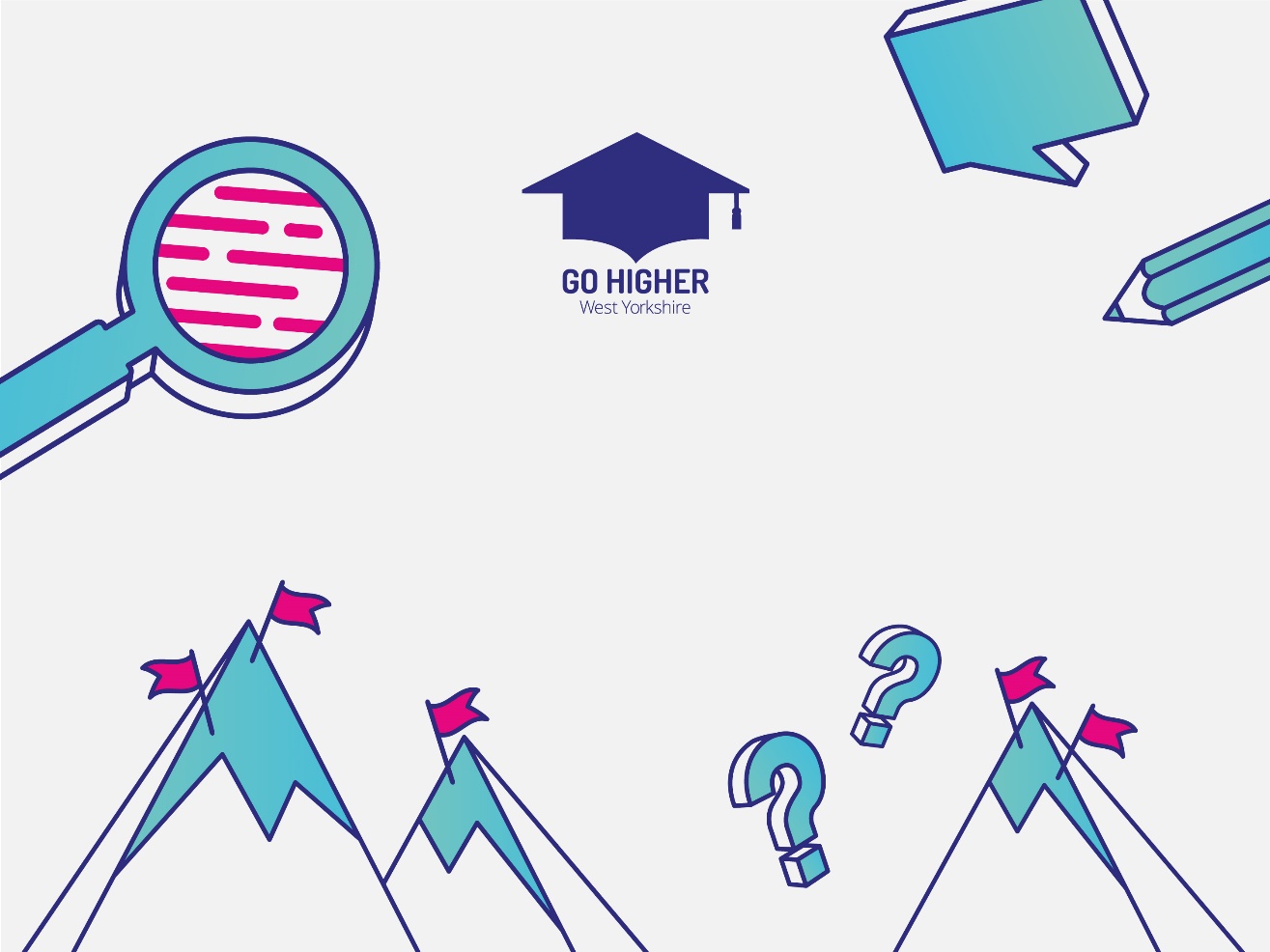


**Think and Go Higher**

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Company Name:

Enterprise Challenge

Session 6 Go Visit!

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The Brief

* Your task is to create an ice-cream product for a particular target audience.
* As a group, you will decide on the ingredients, cost and design of your ice-cream, as well as a marketing plan.
* At the end of the session, you must be ready to pitch your idea to the dragons who will only invest their time in the best ideas!
* You do not have long so teamwork is crucial!

Who is it for?

First, before you come up with your product, you should try and define what it is you want your product to achieve.

Essentially who is it for and why are you doing it? What is your **target audience**, **where you will sell** your ice cream and what isyour **unique selling point (USP)**?

This is a **group decision**, so you may need to **debate** with your group and **justify** your opinions to reach a final decision

Our Target Audience is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Our Selling Location is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Our USP is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Description automatically generatedOn your flip chart paper, write each of your three answers in the centre of three separate **lotus blossom** diagrams.

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Your Competition

* There are three other ice-cream companies operating in this area, each with their own unique products. You may want to guess what **their target audience** and **USP** are. **Why** do you think this?

|  |  |
| --- | --- |
| **Company Name** | Jen & Berry’s |
| **Product Name** | Funky Monkey |
| **Base flavours** | Banana flavouring (£0.30) |
| **Additional ingredients** | Chocolate chips (£0.50) |
| **Total cost** | £0.80 |
| **Selling price** | £2.50 |
| **Profit margin** | £1.70 |

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|  |  |
| --- | --- |
| **Company Name** | Cart Door |
| **Product Name** | Birthday Surprise |
| **Base flavours** | Real vanilla (£1.00) |
| **Additional ingredients** | Sprinkles (£0.40)  Popping candy (£0.40)  Cotton candy (£0.60) |
| **Total cost** | £2.40 |
| **Selling price** | £5.00 |
| **Profit margin** | £2.60 |



|  |  |
| --- | --- |
| **Company Name** | Fancy Pants Ice Cream Co. |
| **Product Name** | Chocolicious |
| **Base flavours** | Fairtrade chocolate (£0.70) |
| **Additional ingredients** | Cookie dough pieces (£1.00)  Toffee chunks (£0.60)  Mini brownies (£1.00) |
| **Total cost** | £3.30 |
| **Selling price** | £6.50 |
| **Profit margin** | £3.30 |

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What’s in your product?

* What are your initial ideas for the flavours and ingredients of your ice-cream?
* How does this match your target audience, selling location and USP?

**Write your initial ideas below:**

**How much will it cost?**

* Use the table on the next 2 pages to select the ingredients you want to use. Add the costs for each ingredient to get the **total cost** for your product.
* Now you need to decide how much you will sell your product for. You need to be able to make a **profit**. Think about how much your **target audience** can afford to spend.

Is there any way you can make your product **cheaper** in order to make more profit? (e.g. using cheaper versions of the ingredients). Will this make people **more or less likely** to buy your ice cream?

|  |  |  |  |
| --- | --- | --- | --- |
| **Base Flavour** | **Cost** | **Additional Ingredients** | **Cost** |
| Real Vanilla | £1.00 | Chocolate Chips | £0.50 |
| Vanilla Flavouring | £0.50 | Chocolate Chips (Fairtrade) | £0.80 |
| Chocolate | £0.50 | Strawberry Chunks | £0.60 |
| Chocolate (Fairtrade) | £0.70 | Banana Chunks | £0.50 |
| Real Strawberry | £0.80 | Cookie Dough Pieces | £1.00 |
| Strawberry Flavouring | £0.40 | Toffee Chunks | £0.60 |
| Real Banana | £0.60 | Cinder Toffee | £0.60 |
| Banana Flavouring | £0.30 | Candied Lemon Pieces | £0.80 |
| Real Mint | £1.00 | Candied Orange Pieces | £0.80 |
| Mint Flavouring | £0.50 | Dried Blueberries | £0.80 |
| Neapolitan (real ingredients) | £0.80 | Pistachios | £1.00 |
| Neapolitan (flavourings) | £0.40 | Mango Chunks | £0.80 |
| Coffee | £0.50 | Cherry Pieces | £0.80 |
| Coffee (Fairtrade) | £0.70 | Dried Coconut | £0.80 |
| Real Lemon | £0.80 | Peanut Butter Cups | £1.00 |
| Lemon Flavouring | £0.40 | Mini Brownies | £1.00 |
| Real Orange | £0.80 | M&Ms | £1.00 |
| Orange Flavouring | £0.40 | Marshmallows | £0.60 |
| Real Blueberry | £0.80 | Hazelnuts | £0.80 |
| Blueberry Flavouring | £0.40 | Cotton Candy | £0.60 |
| Real Pistachio | £1.00 | Sprinkles | £0.40 |
| Pistachio Flavouring | £0.50 | Gummy Bears | £1.00 |
| Salted Caramel | £0.50 | Strawberry Jam | £0.50 |
| Salted Caramel (Fairtrade) | £0.70 | Marmalade | £0.50 |
| Bubble Gum | £0.50 | Revels | £0.70 |
| Real Mango | £0.80 | Maltesers | £1.00 |
| Mango Flavouring | £0.40 | Crunchie | £1.00 |
| Real Cherry | £0.80 | Magic Stars | £1.00 |
| Cherry Flavouring | £0.40 | Popping Candy | £0.40 |
| Coconut | £0.50 | Sherbet | £0.40 |
| Coconut (Fairtrade) | £0.70 | Nougat | £0.70 |

Total Cost = Base Flavour + Additional Ingredients

**Total Cost:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sale Price:** We will sell this product for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Profit = Sale Price – Total Cost

**Profit**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Marketing Strategy

How could you **promote** your product? **Freebies** at stores? **Competitions**? **Merchandise**? Be imaginative!

Use the space below to write down your ideas

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Product Poster

Your poster must include:

* A **picture** of your product, with a clear **logo** and **slogan**.
* Information about the product including its **unique selling point** and **where** people can buy it.
* The **design** should be appropriate for your chosen **target audience**.

Use the space below to write down/draw your ideas before creating your final version of the poster

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Pitch

You will be creating a pitch to **present** your product to the dragons. Make sure you follow the pitch **structure** and that you can answer the following **questions**.

**Intro (1 minute):**

* Introduce your company and the name of your product.
* Explain what your target audience, selling location and USP is. Why did you choose this?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Cost of product (1 minute):**

* What was the total cost of your product and how much are you selling it for? What profit does this give you?
* What ingredients did you use? Did you choose any cheaper/more expensive ingredients? If so, why did you do this?
* Why did you choose to sell your product at this price? Why is this suitable for your target audience?

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**Design of product (1 minute):**

* Show us your logo, slogan and packaging design and explain what you have included in these.
* Explain why the designs you have created are appropriate for the target audience, selling location and USP you have chosen.

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**Marketing your product (1 minute):**

* Tell us how you would market the product and explain why you have chosen to do this. How is this appropriate for the target audience, selling location and USP you have chosen?

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Description automatically generatedGood luck!**