Date Issued: Week 6  
Week Due: 9 (Thursday 26th March)  
Time Allowed: 4 weeks

Contact Teacher: Mr. Doyle

Nature of Task: Research – Running a Business
Each part is to be presented in a word document format.

Weighting: 25%

Outcomes to be assessed in this task:
5.5 5.6 5.7 5.9

**TASK INSTRUCTIONS**
You have been set with the task of running a lunchtime stall at school. All profits made will be donated to charity. You will be called upon to use all the skills that you have learnt from the topic; Running a Small Business. You will be working in a group of 3-4 people and all members must contribute equally.

**PART A: MARKET RESEARCH** (10 marks)

1. You are to submit a report that outlines the market research and planning you have conducted for your small business. Areas to focus on include:
   - Collecting and analysing information from potential customers
   - Location choice
   - Demographics of the customers you are targeting
   - Explaining your stall and why you have chosen the product you did

**PART B: MARKETING AND ADVERTISING CAMPAIGN** (10 marks)

Effective marketing and advertising can result in attracting more customers, which equals an increase in profits. Marketing can also involve how you conduct your stall and treat your customers.

2. Submit a marketing/advertising package which covers all aspects of your campaign. You will need to include:
   - Your advertising plan, including all methods of advertising used
   - A copy of paper advertisements used

You will also be judged and marked on your assembly performance and how you conduct your stall on the day. Try to be creative and original.

**PART C: REFLECTION** (5 marks)

3. Submit a report which analyses your performance. Highlight your strengths and what you did well and discuss your weaknesses, the areas that let you down and if you had another opportunity to run a stall would you do anything differently.
4. One bonus mark will be awarded for making a profit.