



## THE STRUCTURE OF THE DAY

### Aims of the Day

- 1 Groups of students are to research and consider local small business in their communities.
- 2 To identify what these small businesses do and the benefits to the local community.
- 3 To consider and analyse the factors that impact on these businesses
- 4 To produce a marketing plan for one identified business to help “put them on the map”.
- 5 To present findings to a wider audience showing the methodology and analysis behind proposals.

### Activities

- 1 What businesses can be found in the locality? Details about local services, the needs and value to the community. This activity gives students an opportunity to consider the role of small businesses.
- 2 The production of local maps, plotting local services and businesses by students found near the school.
- 3 Issues arising and faced by local businesses in the community.
- 4 Identification of local small organisation to base group proposals on (this could be guided through staff support, visitors, or work experience contacts).
- 5 A production of a group marketing plan to put this local business on the map – how to market the business, what types of marketing and materials.
- 6 The final presentations from the groups detailing their organisation and how they are going to “put them on the map”.

### On Completion of Activities

- 1 Schools can reward teams in-house that demonstrate skills and teamwork accordingly. Copies of relevant certificates can be found in the resource pack for school use
- 2 Schools to identify and nominate the team demonstrating the best ideas and creativity from the day.
- 3 Schools to use at the end of the day the **‘Student Evaluation Sheets’**, found at the back of the pack.  
Please return to  
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