



*says...*  
**KEEP TRADE  
LOCAL**

## ACTIVITY SIX

### Presentation of Work

Groups are to produce a fitting presentation that celebrates their work during the earlier activities.

Using relevant resources (listed below) students are to produce ready for delivery to a judging audience, a presentation which includes the following:

- The role of small businesses in the local community.
- The methodology behind the business choice for the group.
- SWOT analysis of the business.
- The value of this business to the local community (convenience, jobs, relevance).
- A Marketing plan, including examples of marketing materials.
- A justification for the choices of plan and materials produced.

### Relevant Resources

- Groups can use Powerpoint and computer applications for both the presentation and marketing materials.
- As an alternative, groups can use flipchart and pens, OHP, or any other means to support their findings.
- Groups could also include maps, copies of leaflets and fliers.
- Groups can also play any audio materials where relevant.

### Presentation Guidance

- 1 The FSB, through its work with schools, is aware that 5 minutes can be a long time for students to speak and present themselves to an audience. Therefore, we recommend that the presentation should be between 5 and 15 minutes in length, depending on the style and content, and include materials and input from all group members.
- 2 The presentation will be in front of an audience, so groups need to consider clarity and visual impact of resources.
- 3 We have included certificates for you to award during the day.
- 4 The presentation that is determined to be the most professional, will be forwarded to the FSB for a short-listing process with the possibility of presenting during an awards evening for the whole County. Therefore, any materials used, need to be kept and forwarded, and the presentations be video-recorded to support the winning presentation. The school may wish to rehearse the presentation before video-recording.