Business and Economics – Design a Product Challenge

Welcome to Ashlawn School. Business and Economics are subjects that you may decide to do when you pick your options for GCSE and A level.

You may ask, 'why is this on the transition page then?' Well that is because you are affected by business and economics every day. So, we have an activity you may like to think about to discover how important this subject is now and always.

Introduction

We would like you to design a trainer that would appeal to a young person. Experts have told us that they expect there to be an explosion of demand for colourful and bright clothing and footwear following lockdown. Your task is to come up with a design for a pair of trainers which will tap into that market. You will then need to decide on important things like price, where you will sell your product and where you will advertise it.

Step 1 – Design your trainers

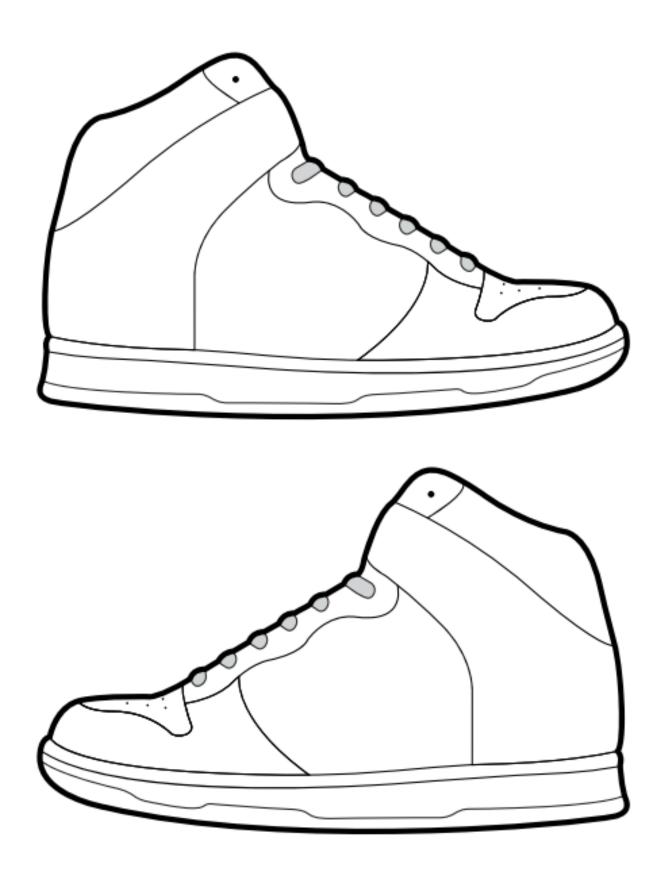
Part A

Use the template on the next page – or make your own – design the look of your trainers.

Use bright colours and annotate anything you can't easily draw. For example, glitter, feathers or even smoke effect heels that blast multicoloured smoke whenever you put your heel on the ground. Let your imagination run wild!

Part B

Describe your product and explain why you have chosen to do what you have. Don't forget to NAM your product (you can't use an existing brand). How do you think your product will be suitable for your target market?



Step 2 – Price

What price do you think you should charge for your product and why? Have you
thought about the competition? Who are they and what price are their products?
Should you charge more for your trainers? Should you charge the same? Should
you charge less? Make sure you explain your reasoning and don't forget your target
market. Is it the young people buying the product or their parents? Does that make
a difference to what price you charge?



Step 3 - Place

Many people who do business think product placement is a dull thing to have to think about. BUT it is really important. Where are you going to sell your product? Traditionally it has always been the high street, but as you know more and more products





19 people have been forced to buy online for months. Do you think the high street will bounce back? Will the high street recover? It is important for you to decide how customers can buy your products. Think about the target market. Think about what you would like to do with clothing and footwear when you buy. Explain your choices.

are being sold online, and with COVID-

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tep 4 – Promotion				
roduct. My best frience in month each year in models and photogrations are selected as a selected as	end worked for a the Caribbean was phers, creating to promotional manager office in North airline! Not as need to do her trainers. What going to put you	boat build with about find glossy in aterial. My ampton we exciting or e is decided to the mest our adverts to see the	marketing for a glamorous ing company, and he spent five luxury yachts full of mages for their y marketing job was in an orking on data for an r glamorous. What you how you are going to persussage you are trying to get a ? TV, magazines, social medadvertising? What is going to Make sure you explain your	cross? Where are you ia, bus shelters? Where o get your product

And Finally
Did you learn anything from this activity? Do you understand the choices businesses make in designing and getting a product to you? Do you think you have come up with a product that would be successful? Why do you think that?

Stetch yourself!

If you really wanted to test your product you could create a questionnaire and do some market research. You can create graphs to show your results. Graphs and charts are excellent ways to take information and use it to back up your answers.

I hope you have found this activity interesting, and that you will think about how important business and economics are in your daily lives, and of course decide to pick it as an option for your GCSEs and A levels.

Mr Mitchell-Bunce