

Name

Super Smoothie



Enterprise Project



Learning objectives:

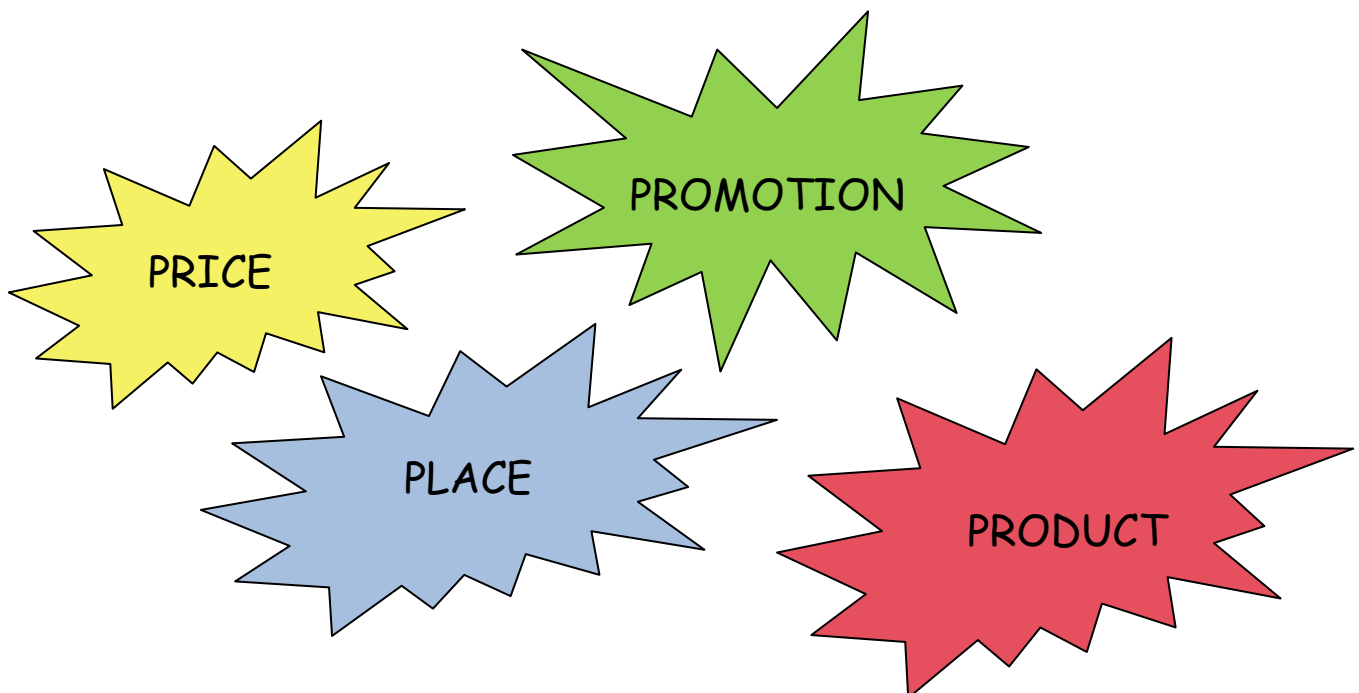
By the end of the project, you will be able to:

- 🍓 List the 4 Ps and what they mean.
- 🍓 Explain why marketing activities and research is important to business.
- 🍓 Think about enterprise activities for your school.

What is marketing all about?

Most people think marketing is all about advertising on the TV or in magazines.

There is more to it than that and in business we call it the 4 Ps!



Your task for the project

You are going to be given a recipe card and the fruit to make a smoothie!

Think carefully about your smoothie as you are going to work as a team to:

- 🍌 make the **product** and think of a funky name
- 🍌 decide the **price**
- 🍌 decide where the smoothie will be sold (**place**)
- 🍌 design a poster to advertise the smoothie and a label for the bottle (**promotion**)



Make the product!

Use the recipe card to make your product.

You need to think of a name for your smoothie.

When deciding your name think about



- What fruit goes into the drink
- The colour and the taste of the smoothie when it has been made
- Descriptive words like 'luscious', 'fruity', 'delicious', 'yummy'
- What your team is called

These things should help you come up with a great name!!

Name of your smoothie

Price

- £ How much are you going to sell your smoothie for?
- £ It needs to be cheap enough for your customers to afford (probably your school friends).
- £ But charge enough to make a profit for your school/charity!

If you were making the smoothie to sell in the shops what things would you need to think about before deciding on the price?



Price

Place

This is all about where your product will be sold

You need to think about where to sell your smoothies so that you get the best number of sales possible.

Your smoothies will be sold to your friends and teachers!

But where?!!!

Think about suitable places in the school, and suitable events

Promotion

Promotion is all about how you are going to advertise your product.

Think about how you will draw attention to your smoothies in school.

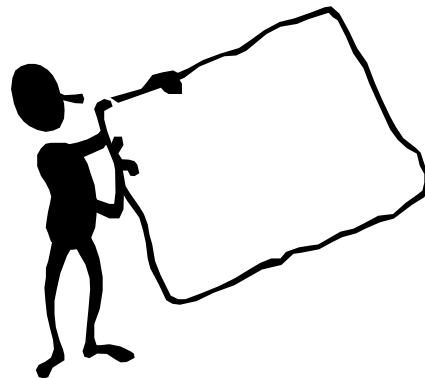
What is the best way of attracting attention?

Could it be . . .

POSTERS

LEAFLETS

AN ASSEMBLY



Design a poster or leaflet for your group advertising your smoothie.