

## START-UP SITUATION

Imagine yourselves as a group setting up a small company during this week.

Your company produces ...



**Group 1:** printed greeting cards (100 cards)

**Group 2:** cups (20 cups)

**Groups 3:** T-shirts (20 T-shirts)



## WHAT YOU HAVE TO DO

1. Give your company a **name**

2. **Distribute the tasks**, departments and positions in the company:

Chairman of the board (he/she has an overview of the company's entire business; this person involves himself/herself in all the departments)

Operational Department (they design products)

Marketing Department (they take care of public relations and advertising strategies)

Distribution (This department is in charge of selling and distributing the product)

Administration (they are in charge of finance)



3. You have a specified and fixed **financial framework**. Do not exceed the limit:

Group 1: Greeting cards, when 100 printed cards are purchased, cost 0,80 per unit.

Design your product and have 100 copies produced. Limit: 80€

Group 2: Cups, when 20 printed items are purchased, cost 8€ per unit. Design your product and have 20 units produced. Limit: 160€

Group 3: Shirts, when 20 printed items are purchased, cost 10€ per unit. Design your product and make 20 units. Limit: 200 €

Important: The digital masterprint, in a pdf or a jpeg format, must be finished on Tuesday, by 12:30 pm.

4. **Marketing strategy:**

a) Describe your product: what makes it unique? Why should customers get it? What is the uniqueness of your design, picture or drawing?

b) Calculate your costs (for procurement of the product also considering expenditure of time and work input) and consider a reasonable selling price.

c) How do you want to win over potential customers? In the run up to the sale fair, think about strategies and opportunities to bring attention to your products

d) Give reasons for the fact that your product will only be a one-off sale in school.

Sum up all these thoughts in a short PPP.

5. **Sell your product** at a market stall at school - on Friday, second break, 11.10-11:30 a.m. - when possible, making a profit. **Create a sales poster and advertising slogan** for that occasion.