

readysetgo

MODULE 10
LESSON PLAN

MODULE FORMAT:

Every module follows the structure below to make it easy for any adult to facilitate step by step:



Watch Module Video

Successful entrepreneurs explain the module's topic using their own business as an example. Found at www.clubkidpreneur.com/resource-centre/



Discuss Module Topic

Discuss theory & keywords using the Facilitation Notes in the lesson plans



Theory Activity

Activity to teach & reinforce the module's theoretical concepts. Each module contains one or both of the following:

- Interactive theory activity
- Worksheet theory activity



Applied Activity

Written activity using Ready Set Go Worksheets where kidpreneurs apply the theory to their own businesses



'CK Business Kit' Activity

Use the module's *CK Business Kit* item to practically build the real-world business



Goal Keep Reflection

Discuss how the decisions made in the module will help reach the business goal (decided in module 2)

MODULE 10

Why will customers buy my products?

MODULE	10	
RSG STAGE	GO	
LESSON TITLE	Why will customers buy my products?	
LESSON FOCUS	Considering why people will purchase the products. Researching the features and benefits.	
OUTCOMES	<ul style="list-style-type: none"> • Develop an understanding of the importance of thinking about the products in terms of the customer's wants and needs. • Understanding the idea of selling benefits rather than just the features of the products. • Determine the benefits of their own business products • Learn about the importance of merchandising and how to do it • Decide merchandising techniques for market day 	
KEYWORD	MERCHANDISING	How you present your business and products so that they look nice
	FEATURES	A distinctive characteristic of a product which may differentiate it from other products
	BENEFITS	A description of how the product might help customers
BUSINESS KIT RESOURCE	Market Stall Bunting	
VIDEO	VIDEO #10 - Why will customers buy my products?	
WORKSHEET	Module 10: Why will customers buy my products?	

LEARNING SEQUENCE:

1. Watch Module Video

- Found at www.clubkidpreneur.com/resource-centre/

2. Discuss Module Topic (see notes over leaf)

- Features and benefits
- Merchandising

3. Theory Activity

- *Interactive:* Features & Benefits Game
- *Interactive:* Market Race
- *Worksheet:* xxx

4. Applied Activity

- My Merchandising

5. CK Business Kit Activity

- Market Stall Bunting

6. Goal Keep Reflection

FACILITATION NOTES:



MODULE 10 VIDEO

See www.clubkidpreneur.com/resource-centre/ to view the module video



MODULE TOPIC NOTES

To answer the question “Why will customers buy my products?” students need to establish what will make their product appealing to customers and find out how to communicate this to them. In the SET stage, students determined who their target market was and how to design their products to meet their wants and needs. Now is the time to tell the customers that. In this module the product attributes will be separated into features and benefits, and then students will learn to make the parts of the business outside their products appealing to customers too (through merchandising (this module) & customer service (next module)).

FEATURE

A feature is a distinctive characteristic of a product, which may differentiate it from other products.

Features are a description of what the product looks like, how it functions or what it does. Features are often called “specifications” – especially with technology products. Features might be related to: size, weight, colour, style, a certain function it performs or a certain type of mechanism it has.

For example, the features of a tablet device might be: colour: silver, size: 8”, touch screen, Wi-Fi connectivity, capacity: 16GB, etc. These all describe what the product is and does.

Kidpreneurs decided some of their product features in module 5 when they considered the colour, size and bundling

BENEFIT

A benefit on the other hand is a description of the ways the product might help customers or be of value to them.

Remind the students of the decisions they made about the size, colours and bundling of the products (written on the module worksheet). These are their product features. To discover the product benefits, ask students to describe how the feature might help the customer.

Here are some examples of products with their features & benefits.

- **Greeting cards:** The card is blank on the inside (FEATURE) so that you can use it for many different occasions (Christmas, birthday, thank you) and people (mum, grandma, friend) (BENEFIT)
- **Key rings:** The key ring has your name on it in beads (FEATURE) so that if you leave your keys somewhere, people will know who to return them to.
- **Hair clips:** There are two matching hair clips sold in a set (FEATURE) so that you can wear one on each side of your head. (BENEFIT)
- **Flower loom brooch:** The flower is tied to the brooch not glued (FEATURE) so you can take it off and attach it to other things e.g. a hat or handbag (BENEFIT)
- **Photo board:** Photos are held in by a peg so they can be easily changed or notes, receipts and more can be pegged in there instead. (BENEFIT)

USE BENEFITS TO SELL

Recall how the entire business building process is based on identifying customer wants or needs and designing a product to meet them. The product benefits describe the key ways that the product or service solves the need of the target market. Features tell the customer about the product, the benefits tell them how it solves a problem for them.

Customers buy more because of the benefits than the features. So the best way to make a sale is to share how the product benefits the customer. Here are some examples of businesses using their product benefits to sell:

- **“Cleverpatch | Where Ideas Grow”** – Cleverpatch promote their business as one which helps kids get cool ideas for being creative. They have many product features in their huge range of art & craft materials, but they share the benefit of their products with customers instead.
- **“Apple Computers | The Power to be Your Best”** – Apple don’t tell people all the features of their product, instead they tell customers that this computer will help them be their best.
- **“M&M’s | Melts in Your Mouth, Not in Your Hands”** – The benefit of M&M’s candy is that the customer won’t get messy hands when they eat it, but will instead enjoy the taste.

Encourage kidpreneurs right through the rest of their business building experience to always describe their product by its benefits. They can start by describing the feature, and then say what the benefit of this is.

MERCHANDISING

Making sure the product is designed and promoted in a way that customers will like is only half of the process. A business must also make sure the place of sale and the business itself look appealing to the target market. This is called merchandising.

Merchandising is how you present your business and products so that they look appealing to the target market.

Merchandising is critical for a business. A business could have a brilliant product that meets customers' needs very well, but if the business does not look appealing to the target market, it may go unnoticed at a market day and not be sold. The saying "don't judge a book by its cover" isn't necessarily true in the business world. A large amount of customer buying decisions are judged on the appearance of a business.

In this module, kidpreneurs must consider how to make their business and market stall look appealing to their target market.

One of the main things to consider is how they will display products and decorate their market stall.

The module worksheet lists some suggested techniques for merchandising products in order to make them appealing to customers. Discuss these with students in light of their specific target market. Students should then decide and write down what merchandising techniques they will use for their own market stall.

Here are some additional product merchandising tips and suggestions:

Signs

- Logo & business name: Always display the business name and business logo somewhere at the place of sale where it can be clearly seen by customers. This helps them link the product to the business.
- An information sheet or signs should be designed to display product benefits, prices, and special offers. Signs should be highly visible with large writing to attract customers.
- If proceeds are to go to a charity, this should be indicated in the signage information – it is a key benefit of the product.

Market stall decoration

- Marquees and banners: putting the stall under a marquee or having a big banner with the business name helps it to stand out.
- Display stands for products: think about how to make the market stall look nice and appealing on the day. Should products sit on stands?
- Sample products: A few unpackaged sample products could be put on the table for customers to pick up and look at.
- Use colour to grab attention: Think about having balloons, colourful tablecloths etc.

- Bunting: use the bunting template provided to make bunting to string up at the market stall. Kidpreneurs should draw their business logo on the white triangles and string them up alternating with blue Club Kidpreneur triangles. This helps catch the customer's eye.
- Charity jar: Include a jar at your stall with a sign for people to donate to your cause without having to buy a product

Uniforms

- Business colours: think about the business logo and wear the colours, which represent the business. This could be a coloured T-shirt other item of clothing
- Kidpreneur Cap: Wear the logo cap made in module 4 to show the customer the business logo. This presents a professional image to customers as well as reinforcing the brand name and logo.

Product merchandising

- Product labels: Labels can show the name of a product line, the business name/logo, the size of the product (if there are different sizes) etc. If the labels are handmade, ensure the content is easy to draw and replicate. Alternatively labels can be computer generated and printed out.
- Price tags: ensure these provide clear information. Remind students that their prices might adjust throughout the day so it is better to have changeable price signs instead.
- Packaging: students should decide whether to pre-package or package after the customer buys the product using the packaging provided in the backpack (module 7).

Competitions and Giveaways

- Give away free cookies or cakes to people who make a purchase. Make sure there is a big sign to tell them about this special offer.
- Have a lolly jar for anyone to take from when they look at your products.
- Run a fun competition at your stall e.g. guess the jellybeans. Create a big sign to attract customers to you.



THEORY ACTIVITY INSTRUCTIONS

ACTIVITY 1: FEATURES AND BENEFITS GAME

This game is designed to teach students the difference between product features and benefits.

The game is played in two parts.

Preparation:

Write the following definitions, one on each side of a whiteboard:

Feature = characteristic of a product

Benefit = how a product helps the customer

Part One:

Demonstrate the difference between features and benefits of a chosen market product together as a group. E.g. a door hanger. Ask students to call out the features and benefits of that product.

Suggested features:

- 20cm long and 7cm wide
- Fits over any sized door handle
- Green, orange and purple colours available
- We put your name on it

Suggested benefits:

- Keeps parents out
- Makes you feel go that your room is more your space
- Personalises your room
- You won't get interrupted getting dressed

Part Two:

This is played in smaller groups (3-5 students). Each group is given a pen/marker and some sticky notes. Have a different colour marker and/or sticky notes to differentiate the teams.

Give the students three types of typical market product (e.g. birthday cards, jewellery, candles, soap, stress balls) and get them to write down features and benefits (one on per sticky note).

One at a time group members race up and put them underneath the relevant definition (feature or benefit) on the board, flip chart or wall.

Once complete, review the ideas and remove the ones that are not relevant or incorrectly placed. The team with the most correct features and benefits (counted by team colour) wins.

Note: something can be a feature and a benefit at the same time.

ACTIVITY 2: MARKET RACE

This activity aims to introduce the concepts of buying and selling at a marketplace by promoting the features and benefits of an object.

The key is that the object is unknown to the buyer and the seller must explain what the object is without naming it.

Preparation:

Split the group into 2 or more teams (5-6 per team recommended)

Write the names of 10-12 common market stall products on separate pieces of paper and place in a pile face down on the table.

Suggested products are: apple, birthday card, popcorn, book, picture frame, lollies, cactus, flowers, perfume, necklace, jewellery, candles, key rings etc.

How to play:

Teams line up behind a line on the ground and a table is placed 10-15m in front of each team line.

The game begins and the first team member from each team line runs up to the table and picks up the first card on the pile. They are now the "seller".

The person left at the front of the team line is the "buyer".

The seller turns the card over and describes the object written on the piece of paper to the "buyer" by describing its features and benefits. The seller cannot say what the product is, only describe it. For example if the product is an apple, the seller could say: "It's yummy, it's a fruit, it can be green or red, it's crunchy, it is good for your health etc."

Once the buyer correctly guesses the object, the seller runs to the back of the line. The buyer now runs up to the table and becomes the seller. The person behind the first buyer is now at the front of the line and is the new buyer for the next round.

The first team to guess all the objects wins the Market Race.

Additional option:

To increase the challenge of this activity, hold one more round where the seller is only able to describe the product by describing its potential benefits only. These can be made up, but must always describe how the product benefits the customer.



APPLIED ACTIVITY INSTRUCTIONS

ACTIVITY 1: MY FEATURES & BENEFITS

After gaining an understanding of what is meant by product features and benefits, kidpreneurs must now decide what the features and benefits of their own product is.

To describe product features, ask kidpreneurs to recall the ways they designed their product to meet their target market's wants and needs. Specifically refer to module 5

where size, colour and amount to get started with some product features. A product benefit is just a different way of describing the product feature in terms of how it benefits the customer. For every feature of their product, kidpreneurs should come up with a way to describe a benefit to the customer based on that feature.

Write all features in the left column and decide a way to explain the feature in terms of its benefit to customers. Some examples are included on the worksheet. Kidpreneurs should think of 4-5 more features & their corresponding benefits.

ACTIVITY 2: MY MERCHANDISING

Now that students have learned what is meant by merchandising and have discussed some examples of how to merchandise their business, it is time to decide what particular merchandising methods they will use at their market day.

Some examples are given on the student worksheet. Students must fill in the right hand column for each category of merchandising to decide how they will make their business look appealing to customers on their market day.



'CK BUSINESS KIT' ACTIVITY INSTRUCTIONS

MARKET STALL BUNTING

Inside each business kit is a DIY bunting set. Kidpreneurs can use this to make strands of bunting to merchandise their market stall. Bunting catches the eye of customers and is a great way to promote the business logo. The bunting is made up of two types of triangle, a blank triangle for the kidpreneur business logo and a blue triangle with the Club Kidpreneur logo. Displaying the Club Kidpreneur logo can help to attract more customers who recognize the Club Kidpreneur brand and want to see the latest kidpreneur businesses. It can also help obtain free stall space at local markets if the markets know it is a CK stall.

The steps to make market stall bunting are as follows:

1. Draw the kidpreneur business logo on all white triangles (draw on the side that has no outlines on it.)
2. Cut out the bunting following the solid lines on the back of the paper. Ensure you don't cut along the dotted line (this is for folding).
3. Fold the bunting on the dotted line to create a corner for the string to sit at the back of the triangle.
4. Lay the triangles face down alternating them with 1x business logo and 1x blue Club Kidpreneur logo.
5. Slide string or ribbon up inside the fold and use a stapler, glue or sticky tape to secure the triangle in place. Ensure the triangles are evenly spaced along the

string. You might want to allow the triangles to slide along the string so they can be positioned on the day.

6. String the bunting up along the stall table or from a marquee above the stall.



GOAL KEEP REFLECTION

As always, applying the learnings for this module will help kidpreneurs reach their sales goal.

Ask your kidpreneurs to consider:

Will your product merchandising help you attract enough customers to sell the amount you need to achieve your sales goal?

Encourage your kidpreneurs to improve their merchandising if they think they can come up with better ways to achieve their goals.

Also remind them to sell their products by communicating the benefits to customers to help them make more sales.