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Kidpreneur Challenge Program 2018

## MY KIDPRENEUR ADVENTURE

Keep track of all the things you learn on your journey to become an entrepreneur of the future with this handy book of worksheets and other tools to help you build your awesome business.

|               |  |
|---------------|--|
| <b>Name:</b>  |  |
| <b>Class:</b> |  |

# MY KIDPRENEUR ADVENTURE

## Introduction Module

KIDPRENEUR CHALLENGE



IDEA GENERATION BRIEF

### Hello from Kidpreneur Challenge HQ!

As you know, in the Kidpreneur Challenge you will be starting your own business to sell a product or service and make a profit!

Before we begin Module 1, we want you to think of some cool ideas for your future business! It could be anything, but it should do one of the following:

- Solve a problem that you know people experience (or have experienced yourself!)
- Meet a need in your local community
- Share your passion (What interests you? Could you turn it into something you could sell?)
- Or it could just be for entertainment like a toy or a game!

When we get to Module 1, you'll be able to share your awesome ideas with your class. And maybe when it's time to set up your business, you'll use one of the idea's you came up with!

### Be Awesome!

It's important try to think of cool awesome super-cool amazing ideas that nobody else has done!

Or perhaps take an existing product and have an idea to do it differently!

So, while Friendship Bracelets and Greeting Cards are OK, they're not new or different! Unless you can think of a way to make them new or different! E.g.: Greeting Cards made into Paper Aeroplanes that you throw to the person you're giving to! Much more exciting!

### So, what's in it for you? Here's a few reasons to give it your best shot!

- Your cool ideas could make you a winner at the Kidpreneur of the Year Awards, and perhaps even the overall winner of the Kidpreneur Challenge with the title Kidpreneur of The Year!
- You could win prizes such as a new tablet, gift vouchers to spend and other goodies.
- You'll show your ideas to some of the top entrepreneurs in Australia - your idea may become the next product or service that investors want to be a part of!
- Your school will win a 3D printer with printer supplies or a \$500 visa voucher

So, it's important to think of a really good idea for your business!

### For now, though - you only have one mission!

At the close of this letter, you'll get an Idea Generator. Between now, and your next Kidpreneur Challenge session, your task is to carry that Idea Generator with you and use it to record every single idea you have between now and then! You might already have had some ideas - write those down straight away. But don't leave it at that - because great ideas can come to us at any time! For some people their best ideas come on the bus, for others when they're in bed.

Keep the worksheet with you! In the car. At dinner. In the shower (OK...maybe not in the shower...).

Whatever the place may be - you want to have the worksheet with you to note down those ideas! At the start of the next Kidpreneur Challenge session you need to have a minimum of THREE ideas recorded on your worksheet.

Good luck and see you soon!

Kidpreneur Challenge HQ





## MY KIDPRENEUR ADVENTURE

# Introduction Module



## THE IDEA GENERATOR

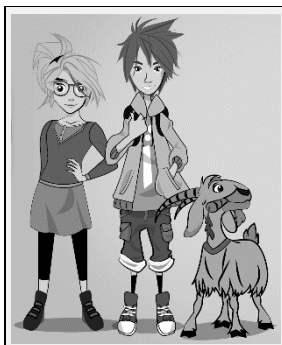
Write down every idea you have for the challenge

|   |   |
|---|---|
| <b>Idea 1.</b>  | <b>Idea 2.</b>  |
|    |    |
| <b>Idea 3.</b>  | <b>Idea 4.</b>  |
|  |  |

# MY KIDPRENEUR ADVENTURE

## Module 1

### DESIGN THINKING PART 1: INNOVATION AND IDEATION



#### KEY WORDS

INNOVATION; IDEATION; IDEA GENERATION; DESIGN THINKING; PRODUCT; SERVICE.

#### Design a Product or Service

Capture the ideas that you came up with in your group

#### EMPATHISE

Ways we can find out what our potential customers will want or like

#### PROBLEM DEFINITION

What problem or need will our product or service solve?

#### IDEATE

Think about possible design solutions to the problem you identified.

# MY KIDPRENEUR ADVENTURE

## Module 1

### Market Research

Prepare questions to ask your friends and family for feedback on your idea

| OPEN QUESTIONS   |  |
|------------------|--|
| Q1               |  |
| Q2               |  |
| Q3               |  |
| Q4               |  |
| Q5               |  |
| CLOSED QUESTIONS |  |
| Q6               |  |
| Q7               |  |
| Q8               |  |
| Q9               |  |
| Q10              |  |

### Insights

Write down the top 3 things you found out from your research.

1.

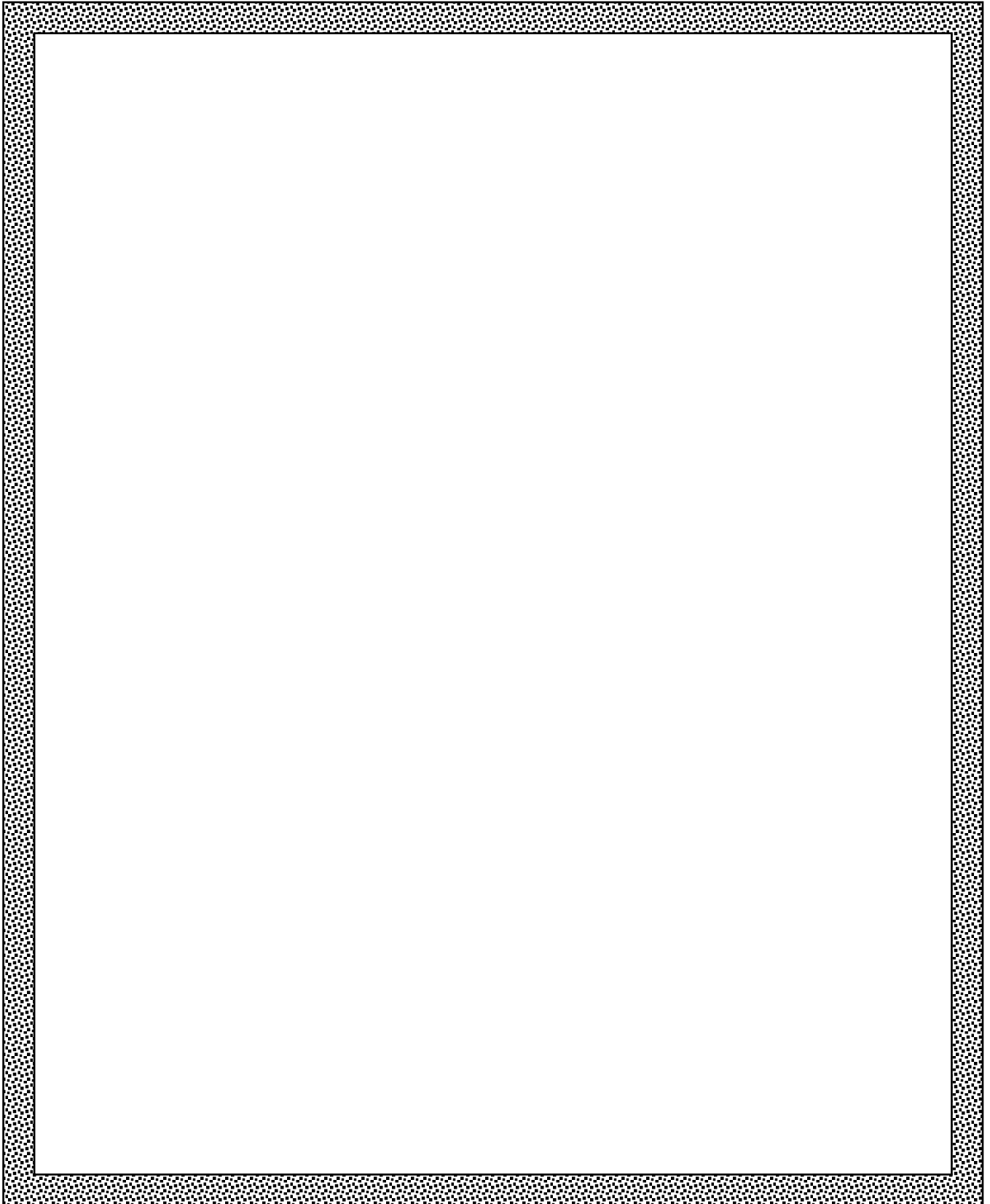
2.

3.

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## Module 1


### Draw Your Business or Product Idea

A large rectangular area with a dotted border, intended for drawing a business or product idea. The border is composed of small black dots, and the interior is a plain white space.

# MY KIDPRENEUR ADVENTURE

## Module 2

### DESIGN THINKING PART 2: PRODUCT DESIGN AND PROTOTYPING

|   |                              |
|---|------------------------------|
|  | KEY WORDS                    |
|   | PRODUCT; PROTOTYPE; RESEARCH |

#### Market Research on Your Prototype

Prepare questions to ask your friends and family for feedback on your prototype

| OPEN QUESTIONS   |  |
|------------------|--|
| Q1               |  |
| Q2               |  |
| Q3               |  |
| Q4               |  |
| Q5               |  |
| CLOSED QUESTIONS |  |
| Q6               |  |
| Q7               |  |
| Q8               |  |
| Q9               |  |
| Q10              |  |

# MY KIDPRENEUR ADVENTURE

## Module 2

### Insights

Write down the top 3 things you found out from your research.

1.

2.

3.

### Packaging Concepts

Rough sketch your ideas or collect and stick in packaging structures and graphics you like.





# MY KIDPRENEUR ADVENTURE

## Module 2

**STRUCTURAL** (BOTTLE/BOX SHAPE, MATERIALS AND CLOSURES)

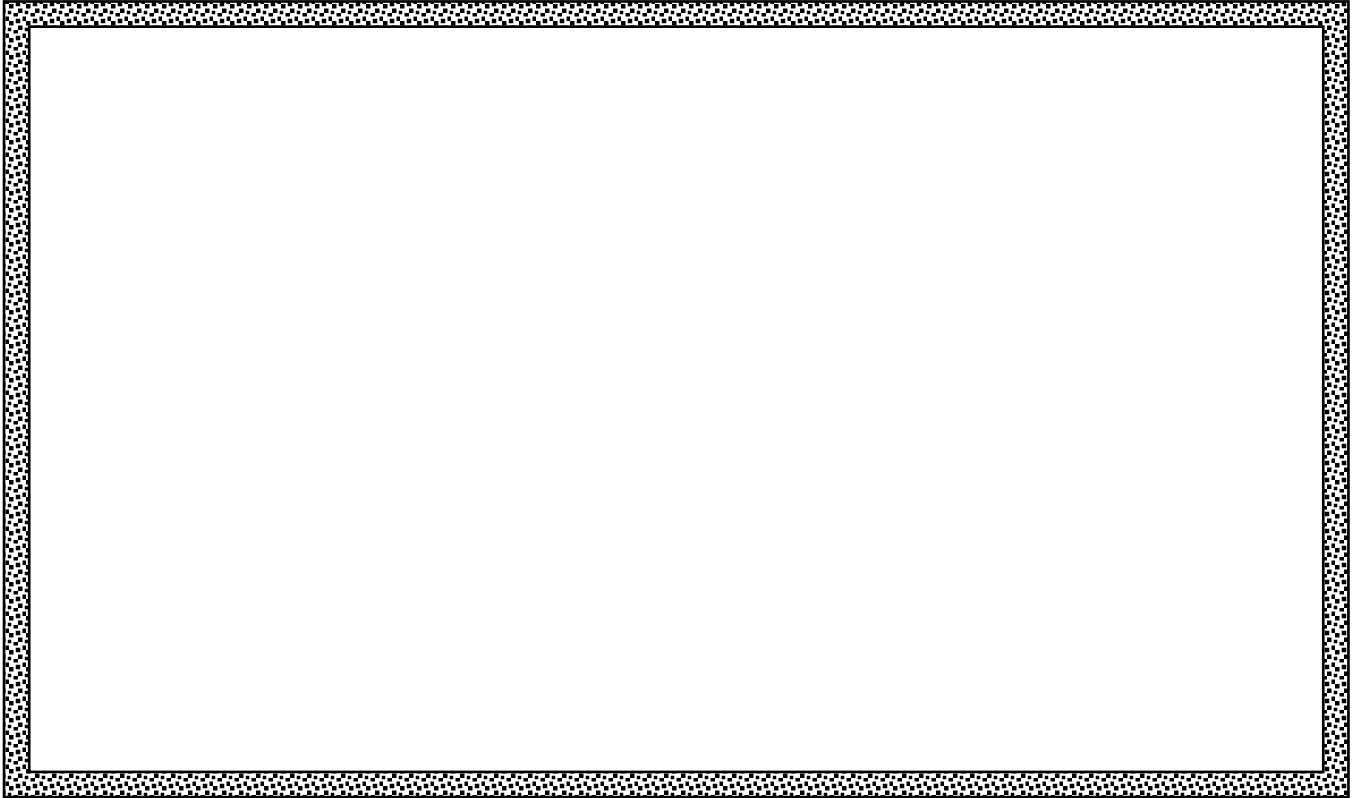
**GRAPHIC** (pictures, product image, messages, product information)

# MY KIDPRENEUR ADVENTURE

## Module 2

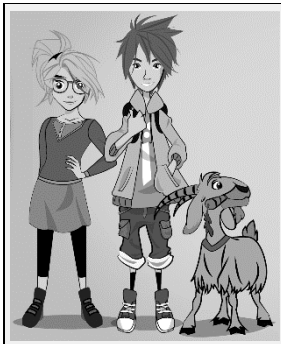
### Our Packaging Concepts

Draw and / or describe the ideas you have for your product packaging



# MY KIDPRENEUR ADVENTURE

## Module 3 BUSINESS MODEL AND SET-UP



**KEY WORDS**

**BUSINESS MODEL; BUSINESS STRUCTURE**

### What Skills and Strengths do we Need as a Business Team?

|  |  |
|--|--|
| <p>What are my strengths? How is this good for a business team?</p>  | <p>How can a leader keep a business team on task?</p>  |
| <p>How could a creative person contribute to the team?</p>   | <p>What special tasks are needed for our business where we need an expert? (technology, mathematics, science, communication, singing?)</p> |
| <p>What does a good business team look like?</p>   |  |
| <p>Our Team will be (circle what business model you will be):</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>PARTNERSHIP</b></span> <span><b>JOINT VENTURE</b></span> <span><b>ALLIANCE</b></span> </div> |  |

# MY KIDPRENEUR ADVENTURE

## Module 3

### Partnership Agreement

THIS AGREEMENT is made on \_\_\_\_\_ (Date)

BETWEEN

\_\_\_\_\_  
(Kidpreneur Name)

AND

\_\_\_\_\_  
(Kidpreneur Name)

AND

\_\_\_\_\_  
(Kidpreneur Name)

We agree to work together to create and operate our Kidpreneur Challenge business called:

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SIGNED BY THE PARTNERS AND OWNERS

-----  
Owner 1

-----  
Owner 2

-----  
Owner 3

OUR JOB TITLES

-----  
Owner 1

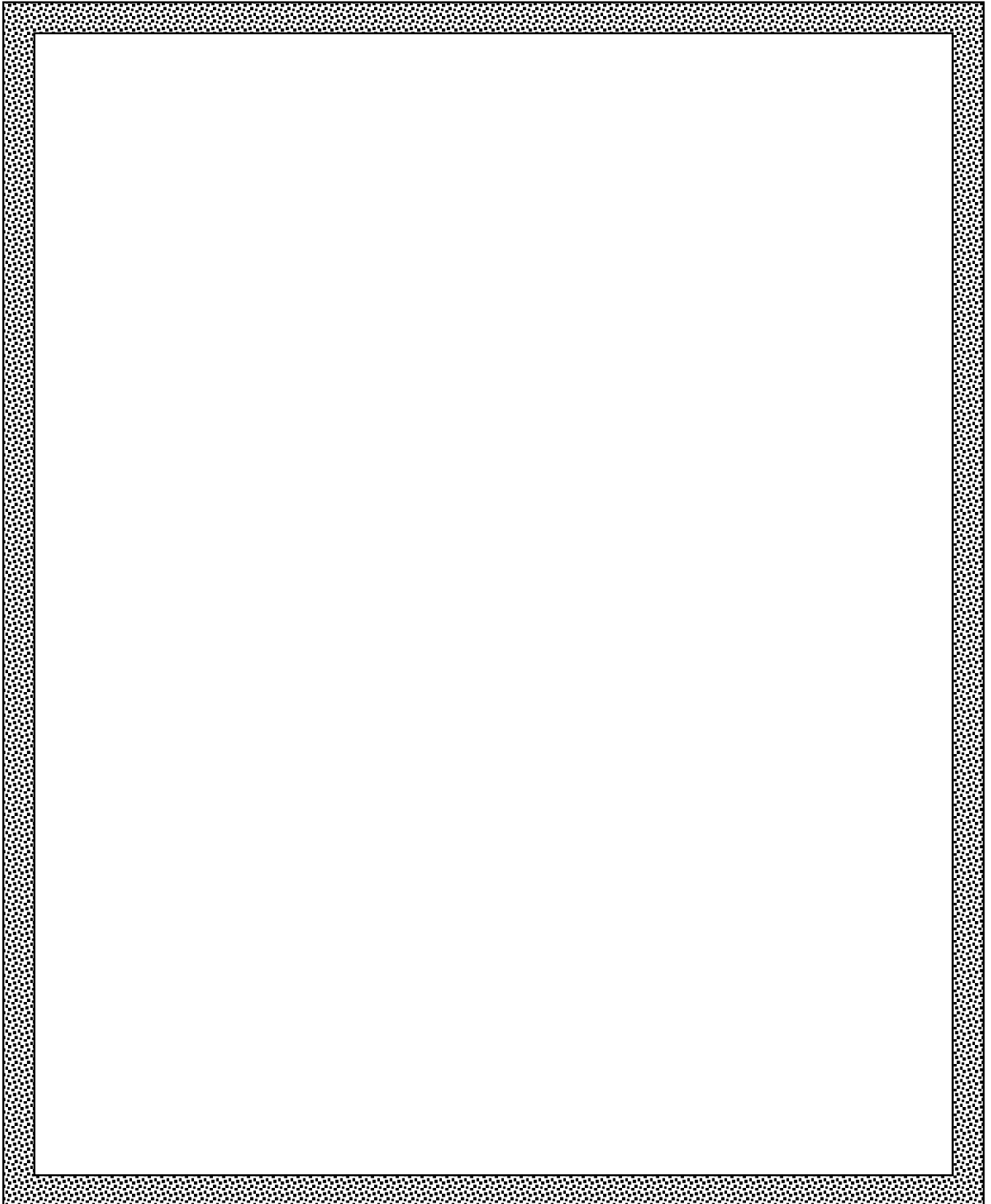
-----  
Owner 2

-----  
Owner 3

# MY KIDPRENEUR ADVENTURE

## Module 3

**What are we going to do/make for our customers in the business?**



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## Module 3

### Loan Certificate

This loan agreement was made on \_\_\_\_\_ (date)

Between

Name of Borrowers (Kidpreneurs)

1.

2.

3.

4.

And

Name of Lender/s

The amount loaned was: \_\_\_\_\_

To be repaid by: \_\_\_\_\_ (date)

Signed:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Borrowers

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Lenders

# MY KIDPRENEUR ADVENTURE

## Module 3

### Deciding Our Business Name

Brainstorm as many names as you can. Be creative and don't overthink at first.

You can go back and take out the ones you don't think will work once you've finished the initial brain dump

|                          |                               |
|--------------------------|-------------------------------|
| <b>Made Up Words</b>     | <b>Owners Name</b>            |
| <b>Fun Word</b>          | <b>What the Business Does</b> |
| <b>OUR BUSINESS NAME</b> |                               |

# MY KIDPRENEUR ADVENTURE



## CERTIFICATE OF BUSINESS REGISTRATION

The Registrar of Kidpreneur Challenge hereby certifies that

Founder / Owner 1: \_\_\_\_\_

Founder / Owner 2: \_\_\_\_\_

Founder / Owner 3: \_\_\_\_\_

Have registered their Kidpreneur Enterprise

Signatures





# MY KIDPRENEUR ADVENTURE

## Module 3

### Business Name Survey

1. Please rate our Business Names from 1 (don't like much) – 5 (like very much)

|        |   |   |   |   |   |
|--------|---|---|---|---|---|
| Name 1 | 1 | 2 | 3 | 4 | 5 |
| Name 2 | 1 | 2 | 3 | 4 | 5 |
| Name 3 | 1 | 2 | 3 | 4 | 5 |
| Name 4 | 1 | 2 | 3 | 4 | 5 |
| Name 5 | 1 | 2 | 3 | 4 | 5 |

2. Please tell me why you like the Business Name you rated the best.

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3. Any other comments or suggestions on Our Business Name?

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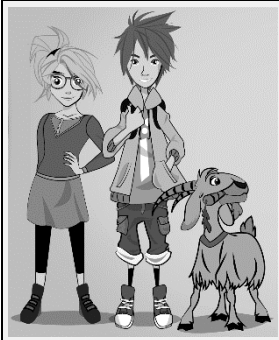
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THANK YOU FOR YOUR FEEDBACK

# MY KIDPRENEUR ADVENTURE

## Module 4 BUSINESS VISION, MISSION AND GOALS



### KEY WORDS

BUSINESS VISION; MISSION STATEMENT;  
SALES GOALS

### The Goal Game

DRAW FIRST PICTURE

# MY KIDPRENEUR ADVENTURE

# MY KIDPRENEUR ADVENTURE

## Module 4

DRAW SECOND PICTURE



### REFLECTION

What did you learn from this exercise?

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# MY KIDPRENEUR ADVENTURE

## Module 4

### OUR MISSION STATEMENT


WORKING NOTES from the team discussion

- What do we do?


- How do we do it?

- Whom do we do it for?

- What value are we bringing?



**MISSION STATEMENT FOR**



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# MY KIDPRENEUR ADVENTURE

## Module 4

### OUR BUSINESS VISION

WORKING NOTES from the team discussion

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**BUSINESS VISION FOR**

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# MY KIDPRENEUR ADVENTURE

## Module 4

### OUR SALES GOALS

WORKING NOTES from the team discussion

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|   |                                    |   |
|---|------------------------------------|---|
|  | <b>SALES AND REVENUE GOALS FOR</b> |  |
| <hr/>   |                                    |   |
| <hr/>   |                                    |   |
| <hr/>   |                                    |   |
| <hr/>   |                                    |   |
| <hr/>   |                                    |   |
| <hr/>   |                                    |   |
| <hr/>   |                                    |   |
|  |                                    |  |

# MY KIDPRENEUR ADVENTURE

## Module 4

### What will we do with the money we make?

What do ENTREPRENEURS DO WITH THEIR PROFIT?

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My favourites CAUSES



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|   |                                   |   |
|---|-----------------------------------|---|
|  | <b>HOW WE WILL USE OUR PROFIT</b> |  |
| <hr/>   |                                   |   |
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| <hr/>   |                                   |   |
| <hr/>   |                                   |   |

|   |  |   |
|---|--|---|
|  |  |  |
|---|--|---|



# MY KIDPRENEUR ADVENTURE

## Module 4

### Pitching to Investors

**PITCH PART 1 – Identify the problem or pain point you want to solve with your business idea**

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**PITCH PART 2 – Describe your business idea, including what makes it cool or interesting and why you are passionate about your idea.**

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**PITCH PART 3 – Explain why your product or service is valuable by describing the benefits it delivers to the customer.**

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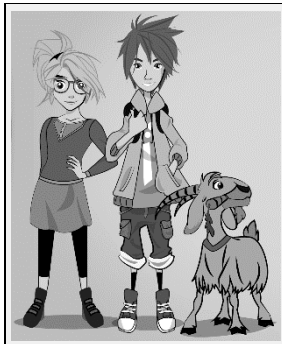
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**+ If you are feeling confident, you could now try turning this into a powerpoint or short video presentation and sharing with your family and friends to see if they will help fund your start-up business.**

# MY KIDPRENEUR ADVENTURE

## Module 5 CUSTOMERS AND USERS



### KEY WORDS

TARGET MARKET; CUSTOMER; USER; CUSTOMER PROFILE; MARKET RESEARCH

### Identifying Target Markets

It's impossible to design a product that suits every single person. A business must identify which group of people it will design its products for and sell to. This group is called a TARGET MARKET.

#### Example

#### EXAMPLE - REVERSIBLE MOBILE PHONE COVER

**Name a target market for the product :** People who work in practical jobs with lots of manual labour.

**Target Market Profile :** Sam is a builder who works on construction sites. They use their phone a lot to call suppliers of building materials. Sam works around materials that often make his / her hands and phone quite dirty. He / She often drops his phone, sometimes from a great height so needs to make sure it is protected.

On the weekends, Sam loves to spend time with his/her 3 children, going to the park and the beach and often has to attend fancy business dinners with his / her partner who is a lawyer and needs to dress up for this.

**Product Size :** One size should fit many common phones. The case should be thick rubber to absorb shock when dropped.

**Product Colour :** Dark colours that don't show dirt on one side e.g. black or navy. Brighter colour which looks professional and clean on the other side e.g. silver or lighter blue.

**Product Bundling :** Sell individually as it should be promoted as a durable product which lasts a long time, so you only need one.

**Other Product Design Features :** Waterproof and dust proof to stop the phone getting damaged.

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## Module 5

Now it's your turn!

- Choose a target market for each of the products in this activity.
- Next write a personality profile for someone in that target market.
- Then state the size, colour and bundling the products could have to suit their target market

| PRODUCT – CUSTOMISABLE PENCIL CASES  | PRODUCT – COSTOMISABLE T-SHIRT FOR RUNNING FESTIVAL |
|--------------------------------------|---|
| Name a target market for the product | Name a target market for the product                |
| Target Market Profile                | Target Market Profile                               |
| Product Size                         | Product Size  |
| Product Colour                       | Product Colour                                      |
| Product Bundling                     | Product Bundling                                    |
| Other Product Design Features        | Other Product Design Features                       |

# MY KIDPRENEUR ADVENTURE

## Module 5

### Our Target Market

#### PART 1 : NAME YOUR TARGET MARKET

Now it's time to do the same thing for your product. Who will you choose as your target market? This could be general e.g. Children aged 10-15. Or it could be quite specific e.g. children aged between 10-15 years old who play cricket

Now use your imagination to think of a person in your target market. Give them a name and write a target market profile for them as you did in the previous activity.

#### Target Market Profile

Now collect some pictures that you think represent your Target Market and create a mood board.

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## Module 5

### Target Market Research Questions

Now that you have your target audience, you now must prepare a survey to learn what your customers would like. In your groups, write down between 5 – 10 questions you can ask your target audience about your business and product idea. Once you have completed your questions, print out the sheets and distribute to people you know (with parents or teachers' permission of course) for their feedback.

|                   |
|-------------------|
| <b>1.</b>         |
| Customer Response |
| <b>2.</b>         |
| Customer Response |
| <b>3.</b>         |
| Customer Response |
| <b>4.</b>         |
| Customer Response |
| <b>5.</b>         |
| Customer Response |

# MY KIDPRENEUR ADVENTURE

## Module 5

|                   |
|-------------------|
| 6.                |
| Customer Response |
| 7.                |
| Customer Response |
| 8.                |
| Customer Response |
| 9.                |
| Customer Response |
| 10.               |
| Customer Response |

**Thanks for your feedback**

# MY KIDPRENEUR ADVENTURE

## Module 5

### PART 2 : PRODUCT PLANNING & DESIGN

Now that you know who your target market is, it's time to decide how you will design your product to suit them. Write down how you will design the size, colour and bundling of your product. You can also list any other design features you think of too. **Here are some questions to get you started:**

1. Will the products be in one size or a variety of sizes?
2. Will there be a choice of colours or the same colour?
3. Can the customer order a custom design that can be sent to them?
4. Are the products for sale as singles or in sets?
5. Are there different versions of the product that will need names?

#### Product Size

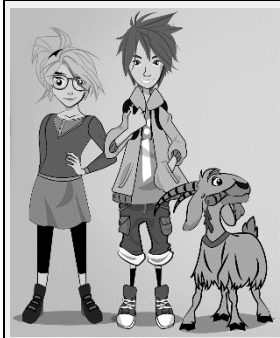
#### Product Colour

#### Product Bundling

#### Other Product Design features

# MY KIDPRENEUR ADVENTURE

## Module 6 LOGO AND BRAND IDENTITY



KEY WORDS

LOGO; BRAND IDENTITY

### Name the Logo Competition

**PRINT IN COLOUR**

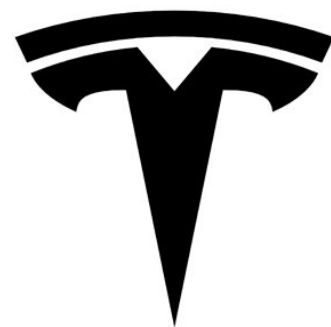
(Write the names of the companies that each logo / section of logo belongs to)



1.









2.










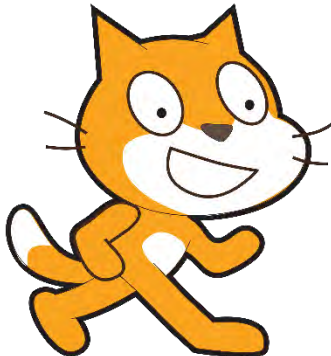
# MY KIDPRENEUR ADVENTURE

## Module 6

|   |  |
|---|--|
| 3.  | 4.   |
|    |    |
| 5.  | 6.   |
|  |   |
| 7.  | 8.   |
|  |  |

# MY KIDPRENEUR ADVENTURE

## Module 6

|   |  |
|---|--|
| 9.  | 10.  |
|    |    |
| 11.   | 12.  |
|  |  |
| 13.   | 14.  |
|  |  |

# MY KIDPRENEUR ADVENTURE

## Module 6

### Memorable Logos

Try to draw some of the logos you see every day and say why you think each logo is a good one.

|                                 |                                 |
|---------------------------------|---------------------------------|
|                                 |                                 |
| What makes this logo memorable? | What makes this logo memorable? |

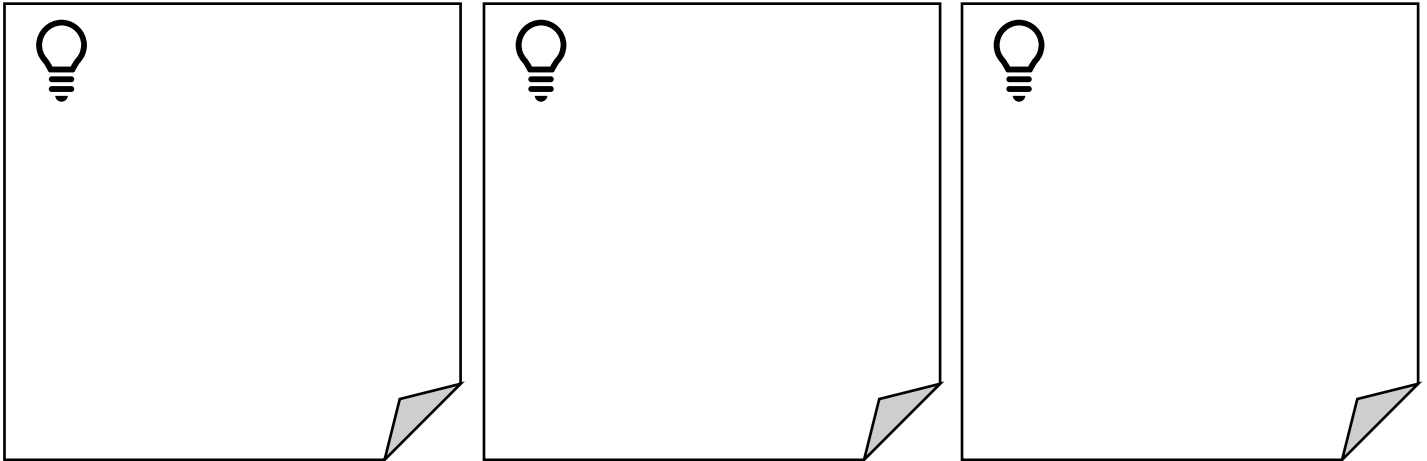
|                                 |                                 |
|---------------------------------|---------------------------------|
|                                 |                                 |
| What makes this logo memorable? | What makes this logo memorable? |

# MY KIDPRENEUR ADVENTURE

## Module 6

### Logo Ideas for Our Business

Sketch some rough ideas for your own business logo.

Three identical rectangular boxes arranged horizontally. Each box has a lightbulb icon in the top-left corner and a small grey triangular tab at the bottom-right corner, suggesting a page or a sticky note.

### Our Business Logo

Draw your final Business Logo that you can scan and turn into a jpeg to add to all your marketing and promotion materials. Draw in pencil first then colour. Remember, your logo should be bold, easy to read and memorable.

A large rectangular area defined by a thick, dotted border. The interior is completely blank, intended for drawing the final business logo.


# MY KIDPRENEUR ADVENTURE

## Module 6


### Business Card Template

Create your business cards with your logo, name, job title and business name.

#### Draft Layouts

|  |                       |
|--|-----------------------|
|  | _____<br>Name         |
|  | _____<br>Job Title    |
|  | _____<br>Company Name |

|                       |   |
|-----------------------|---|
| _____<br>Name         |  |
| _____<br>Job Title    |   |
| _____<br>Company Name |   |

|                       |   |
|-----------------------|---|
| _____<br>Name         |  |
| _____<br>Job Title    |   |
| _____<br>Company Name |   |

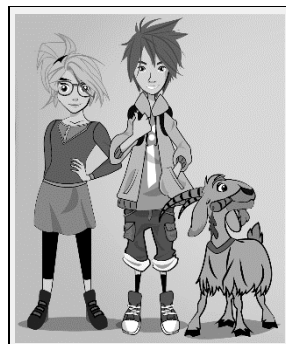
|  |                       |
|--|-----------------------|
|  | _____<br>Name         |
|  | _____<br>Job Title    |
|  | _____<br>Company Name |

#### Final Business Card

|   |
|---|
|  |
|---|

# MY KIDPRENEUR ADVENTURE

## Module 7 PRODUCTION LINE AND OPERATIONS



### KEY WORDS

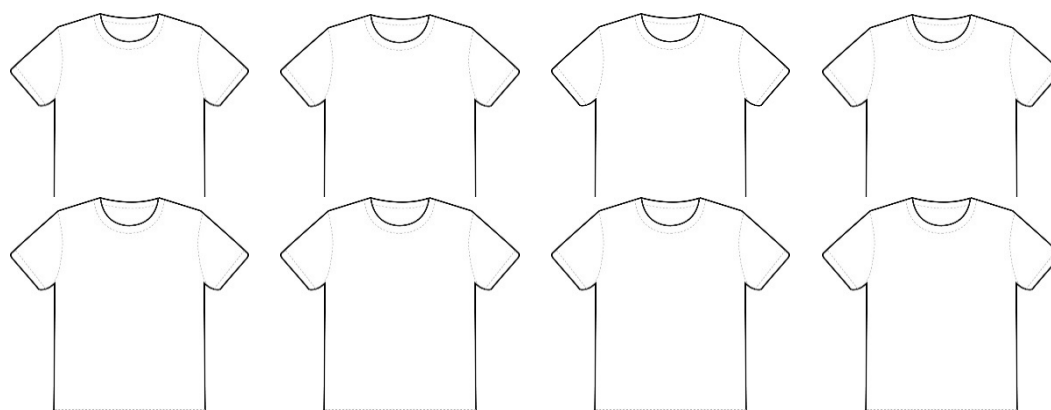
INVENTORY; PRODUCTION LINE

### Sample Production Line – SPRAY'D T-Shirts

Imagine you had a business called SPRAYD which makes T-shirts with the business logo spray painted on them using waterproof spray paint. Use the inventory list below to create a production line for making lots of high quality T-shirts with spray painted designs.

#### SPRAY'D Raw Material Inventory and Equipment List

| Raw Material Item           | Quantity | Equipment  |
|-----------------------------|----------|--|
| White T-shirt Material      | 10 Rolls | <ul style="list-style-type: none"> <li>• Scissors</li> <li>• Sewing Machine</li> <li>• Logo Stencil</li> </ul> |
| Cotton for Sewing           | 5 Rolls  |  |
| Spray Paint Green           | 6 Cans   |  |
| Spray Paint Orange          | 4 Cans   |  |
| Clear Gloss Finishing Spray | 5 Cans   |  |



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## Module 7

### SPRAY'D T-Shirts Production Process

|   | STEP<br>Description of each step to<br>Make the product | RAW MATERIALS<br>Materials needed for<br>this step | EQUIPMENT<br>Tools needed for<br>this step | PROCESS TIP<br>How to make high quality products |
|---|---|--|--|--|
| 1 |   |  |  |  |
| 2 |   |  |  |  |
| 3 |   |  |  |  |
| 4 |   |  |  |  |

# MY KIDPRENEUR ADVENTURE

## Module 7

### OUR PRODUCTION LINE DESIGN

Use the template below to create an inventory list for your raw materials.

Write down each type of raw material you have and how many.

| RAW MATERIAL ITEM | QUANTITY AVAILABLE |
|-------------------|--------------------|
| 1.                |                    |
| 2.                |                    |
| 3.                |                    |
| 4.                |                    |
| 5.                |                    |
| 6.                |                    |

How many products do you think you will be able to make with this inventory?

We can make \_\_\_\_\_ products.

Now make a list of the equipment (tools) you will need to make your product:

| EQUIPMENT LIST |     |
|----------------|-----|
| 1.             | 6.  |
| 2.             | 7.  |
| 3.             | 8.  |
| 4.             | 9.  |
| 5.             | 10. |



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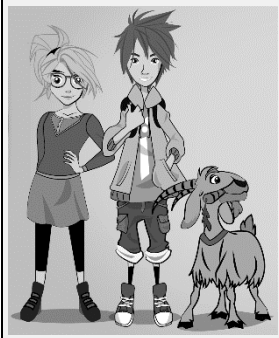
## Module 7

### OUR PRODUCTION PROCESS

|          | <b>STEP</b><br>Description of each step to make the product | <b>RAW MATERIALS</b><br>Materials needed for this step | <b>EQUIPMENT</b><br>Tools needed for this step | <b>PROCESS TIP</b><br>How to make high quality products |
|----------|---|--|--|---|
| <b>1</b> |   |  |  |   |
| <b>2</b> |   |  |  |   |
| <b>3</b> |   |  |  |   |
| <b>4</b> |   |  |  |   |

# MY KIDPRENEUR ADVENTURE

## Module 8 FINANCIALS : PROFIT AND LOSS



### KEY WORDS

REVENUE; COSTS; PROFIT; LOSS

Why do businesses need to make money? Record your responses from the group activity.

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### Key Words to Remember

REVENUE

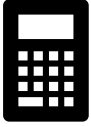
COSTS

PROFIT

LOSS

# MY KIDPRENEUR ADVENTURE

## Module 8



### PROFIT AND LOSS CALCULATOR

Try calculating the revenue and profit for a few different businesses.

#### BUSINESS 1.

**Curtis** is selling cards. He thinks he can make and sell 40 cards and is charging \$3.00 each. Curtis buys a \$75 card making materials, so his costs are \$75.

#### BUSINESS 2.

**Harvey** is selling pot plants. She plans to sell 40 different plants at market day and will charge \$5 each. Her pots for her plants and soil cost her \$75 and she got the seedlings donated by local nurseries. How much revenue could Harvey make if she sells all her plants?

#### BUSINESS 3.

**Raglan** is selling goat manure at his market day. He wants to sell 40 bags of manure at \$10 each. His costs are \$75 for manure bags and \$25 for string and special sticky labels for his manure bags. How much would Raglan's revenue be if he sells all his bags?

|                         | 1. CURTIS   | 2. HARVEY | 3. RAGLAN |
|-------------------------|-------------|-----------|-----------|
| NUMBER OF PRODUCTS SOLD | 40 cards    |           |           |
| X<br>PRICE PER PRODUCT  | \$3.00 each |           |           |
| = REVENUE               | \$120.00    |           |           |
| - COSTS                 | \$75.00     |           |           |
| = PROFIT                | \$45.00     |           |           |

# MY KIDPRENEUR ADVENTURE

## Module 8

### MY BUSINESS PROFIT AND LOSS

Use the template below to calculate how much revenue and profit you could make at market day if you charge different prices. Try using the formulas for calculating revenue and profit to experiment with one high and one low price to see how much money you could make.

|  | LOWER PRICE | HIGHER PRICE |
|--|-------------|--------------|
| NUMBER OF PRODUCTS YOU PLAN TO SELL                                |             |              |
| X<br>PRICE PER PRODUCT   |             |              |
| = REVENUE  |             |              |
| - COSTS<br>(start-up costs plus cost of other materials you added) |             |              |
| = PROFIT   |             |              |

*NOTE: The formula is made for one product at a time. If you have more than one product, complete the table for each product separately*



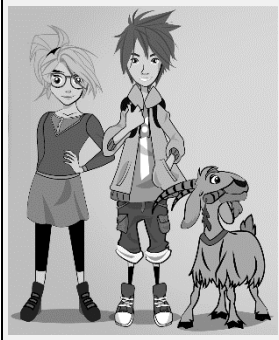
### MY PRODUCT PRICE

What price will you choose for your products to meet your sales goal?

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# MY KIDPRENEUR ADVENTURE

## Module 9 ATTRACTING CUSTOMERS AND USERS



### KEY WORDS

MARKETING; 4PS; MERCHANDISING

### Product Features and Benefits

List all the features your product has and how these features will help or be appealing to your target market

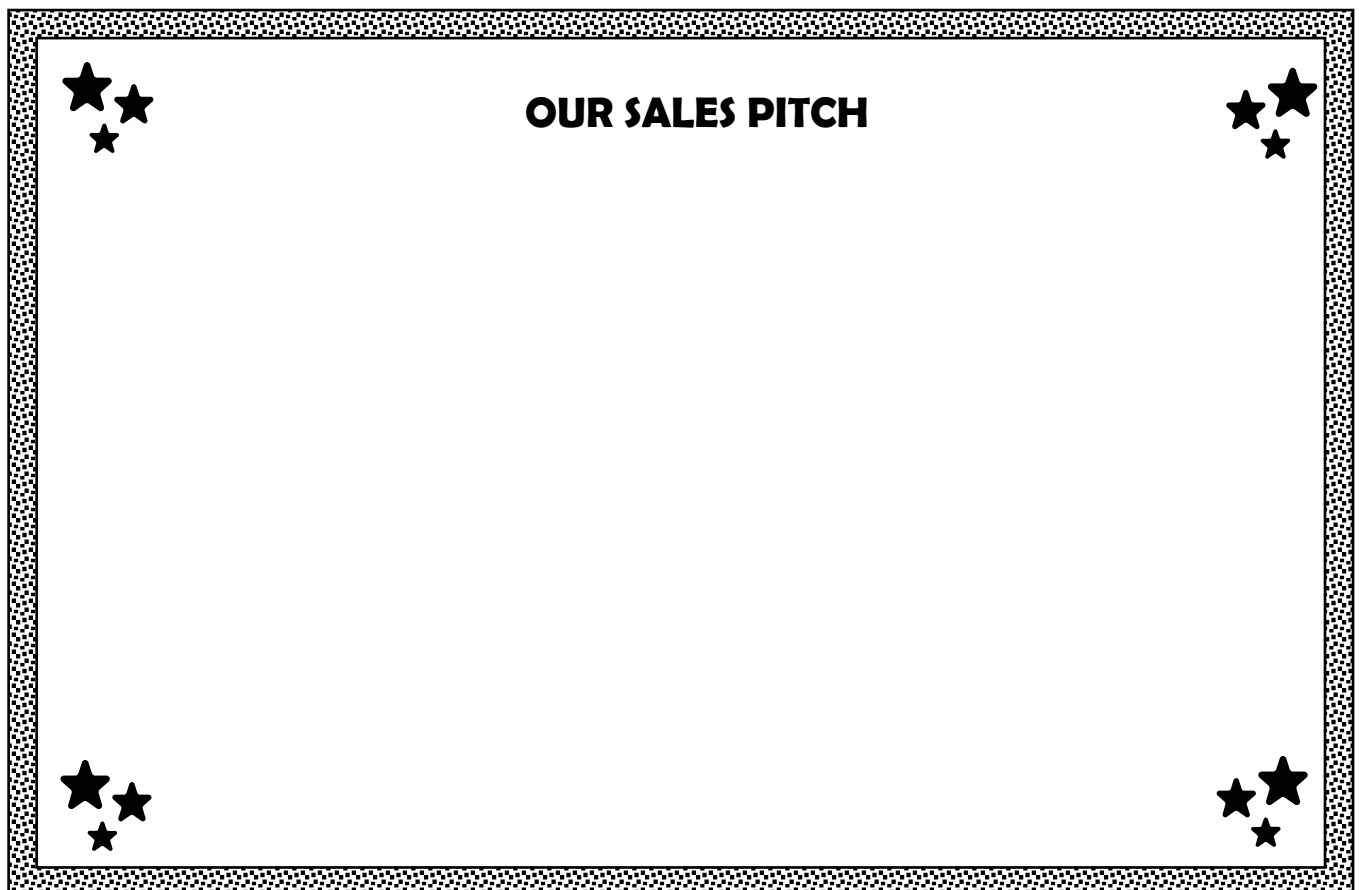
| Product Feature | Benefits |
|-----------------|----------|
| 1.              |          |
|                 |          |
|                 |          |
| 2.              |          |
|                 |          |
|                 |          |
| 3.              |          |
|                 |          |
|                 |          |
| 4.              |          |
|                 |          |
|                 |          |
| 5.              |          |
|                 |          |
|                 |          |

# MY KIDPRENEUR ADVENTURE

## Module 9



**OUR KEY MARKETING MESSAGE**



**OUR SALES PITCH**

# MY KIDPRENEUR ADVENTURE

## Module 9

### Our Merchandising Plan

|   | Should we use this merchandising technique? (tick) | What will it look like and what will our customers see? |
|---|--|---|
| Signs and Information sheets                                |  |   |
| Marquees and Banners  |  |   |
| Display Stands  |  |   |
| Sample products   |  |   |
| Dress up your stall with colourful tablecloths or balloons, |  |   |
| Bunting   |  |   |
| Charity Jar   |  |   |
| Uniforms  |  |   |
| Packaging   |  |   |
| Competitions and Giveaways                                  |  |   |

Make sure you have thought about the costs of producing these – you don't want it to eat away at your profits!

# MY KIDPRENEUR ADVENTURE

## Module 9

### Place and Promotion Exercise

| PRODUCT            | TARGET MARKET | PLACE TO SELL | PROMOTION IDEAS |
|--------------------|---------------|---------------|-----------------|
| Walking Sticks     |               |               |                 |
| Football Magazines |               |               |                 |
| Healthy Smoothies  |               |               |                 |



# MY KIDPRENEUR ADVENTURE

## Module 9

### OUR MARKETING PLAN

#### Our Business Mission

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#### Our Sales Goal

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#### Our Target Market

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#### Product Description

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# MY KIDPRENEUR ADVENTURE

## Module 9

PRODUCT SHOT

Price

Place

Promotion

# MY KIDPRENEUR ADVENTURE

## Module 9

### My Customer Service Ideas

Think of up to 5 creative ways you can give good customer service, and a personalised and unique experience for your customers.

| Idea | Execution / Script |
|------|--------------------|
| 1.   |                    |
|      |                    |
|      |                    |
|      |                    |
| 2.   |                    |
|      |                    |
|      |                    |
|      |                    |
| 3.   |                    |
|      |                    |
|      |                    |
|      |                    |
| 4.   |                    |
|      |                    |
|      |                    |
|      |                    |
| 5.   |                    |
|      |                    |
|      |                    |
|      |                    |

# MY KIDPRENEUR ADVENTURE

## Module 9

### Customer Service

|   |  |
|---|--|
| <b>Write down three ways you could start a conversation with a customer when they walk past your stall:</b> | <i>E.g. Hi how's your day going? Come and take a look at my hand-made products. All profits go to charity.</i> |
|   | 1.   |
|   | 2.   |
| <b>Write down 4 things you will do to have good customer service at your stall:</b>                         | 3.   |
|   | <i>E.g. Have a customer service feedback form at my stall for customers to tell me how I can do better.</i>    |
|   | 1.   |
|   | 2.   |
|   | 3.   |
|   | 4.   |

# MY KIDPRENEUR ADVENTURE

## Module 9

### Promotional Flyer Example



[DATE]  
[EVENT  
TITLE HERE]

#### [Event Description Heading]

[To replace any tip text with your own, just click it and start typing. To replace the photo or logo with your own, right-click it and then click Change Picture. To try out different looks for this flyer, on the Design tab, check out the Themes, Colors, and Fonts galleries.]

replace with  
**LOGO**

[Add Key Event Info Here!]  
-----

[Don't Be Shy—Tell Them Why They  
Can't Miss It!]  
-----

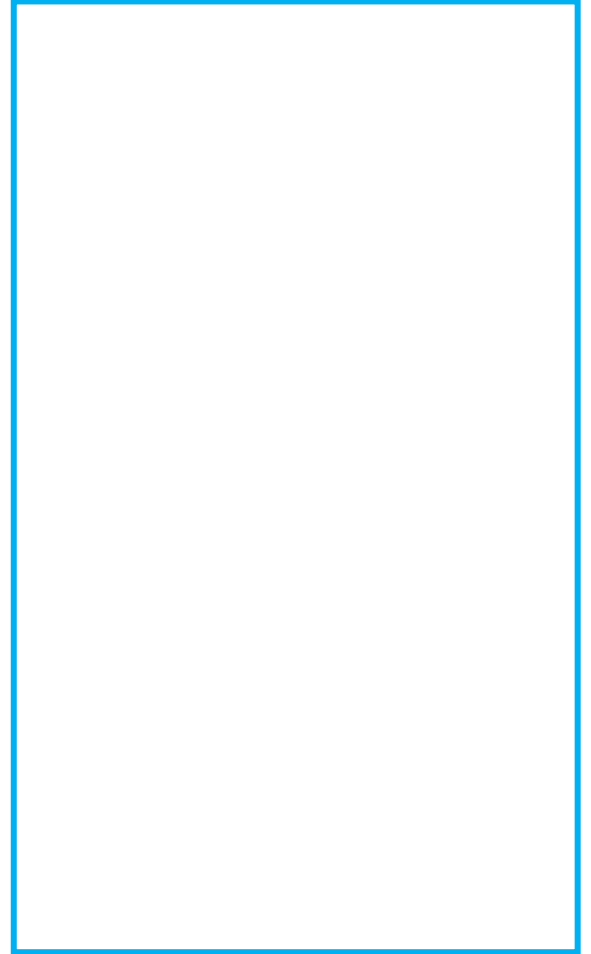
[One More Point Here!]  
-----

[Add More Great Info Here!]  
-----

[You Have Room for Another One  
Here!]















[Dates and Times]  
[Dates and Times]





# MY KIDPRENEUR ADVENTURE

## Module 9

|  |  |  |   |  |  |
|--|--|--|---|--|--|
|   |   |   |   |   |   |
|   |   |   |   |   |   |
| <div>Five Dollars</div> <div>  </div> <div> <b>Kidpreneur Ka\$h</b><br/>           Five Dollars<br/>           KC \$5.00         </div> | <div>Five Dollars</div> <div>  </div> <div> <b>Kidpreneur Ka\$h</b><br/>           Five Dollars<br/>           KC \$5.00         </div> | <div>Five Dollars</div> <div>  </div> <div> <b>Kidpreneur Ka\$h</b><br/>           Five Dollars<br/>           KC \$5.00         </div> | <div>Five Dollars</div> <div>  </div> <div> <b>Kidpreneur Ka\$h</b><br/>           Five Dollars<br/>           KC \$5.00         </div> | <div>Five Dollars</div> <div>  </div> <div> <b>Kidpreneur Ka\$h</b><br/>           Five Dollars<br/>           KC \$5.00         </div> | <div>Five Dollars</div> <div>  </div> <div> <b>Kidpreneur Ka\$h</b><br/>           Five Dollars<br/>           KC \$5.00         </div> |



# MY KIDPRENEUR ADVENTURE

## Module 9

|  |  |   |
|--|--|---|
| <div> <div>Twenty Dollars</div> <div> </div> <div> <div>Kidpreneur Ka\$h</div> <div>Twenty Dollars</div> </div> <div> <div>Twenty</div> </div> <div> <div>Play Money Only. Not Legal Tender.</div> </div> </div> | <div> <div>Twenty Dollars</div> <div> </div> <div> <div>Kidpreneur Ka\$h</div> <div>Twenty Dollars</div> </div> <div> <div>Twenty</div> </div> <div> <div>Play Money Only. Not Legal Tender.</div> </div> </div> | <div> <div>Fifty Dollars</div> <div> </div> <div> <div>Kidpreneur Ka\$h</div> <div>Fifty Dollars</div> </div> <div> <div>Fifty</div> </div> <div> <div>Play Money Only. Not Legal Tender.</div> </div> </div> |
| <div> <div>Ten Dollars</div> <div> </div> <div> <div>Kidpreneur Ka\$h</div> <div>Ten Dollars</div> </div> <div> <div>Ten</div> </div> <div> <div>Play Money Only. Not Legal Tender.</div> </div> </div>          | <div> <div>Ten Dollars</div> <div> </div> <div> <div>Kidpreneur Ka\$h</div> <div>Ten Dollars</div> </div> <div> <div>Ten</div> </div> <div> <div>Play Money Only. Not Legal Tender.</div> </div> </div>          | <div> <div>Fifty Dollars</div> <div> </div> <div> <div>Kidpreneur Ka\$h</div> <div>Fifty Dollars</div> </div> <div> <div>Fifty</div> </div> <div> <div>Play Money Only. Not Legal Tender.</div> </div> </div> |



# MY KIDPRENEUR ADVENTURE

## Module 9

### Practice Giving Change

|    | Where are you up to now?            | What is the nearest note/coin up from here? | So how much do you add to your change to get there? |
|----|-------------------------------------|---|---|
| 1. | \$1.60<br>(price of product)        |   | _____ coin<br>+<br>_____ coin                       |
| 2. |                                     |   | _____ coin<br>+<br>_____ coin                       |
| 3. |                                     |   |   |
| 4. |                                     |   |   |
| 5. | \$10.00<br>(what the customer gave) |   |   |
|    |                                     |   |   |

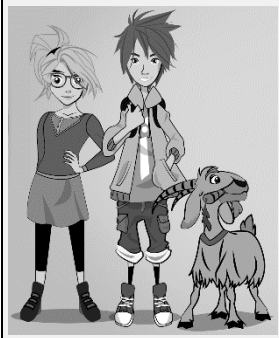
# **Business Launch and Showcase / Market Day**



**Now it's time to put all your new entrepreneurial skills into action!**

# MY KIDPRENEUR ADVENTURE

## Module 10 PRODUCT FEATURES AND BENEFITS



### KEY WORDS

SELLING; CUSTOMER SERVICE; FINANCIAL  
TRANSACTIONS

### Customer Feedback Form

Please give us some feedback to help us fine tune our business model, product  
and customer service to help us build an even better business.

1. How likely is it that you would recommend our business to a friend?

*Not at all likely*

*Extremely likely*

☐

1

☐

2

☐

3

☐

4

☐

5

2. Overall, how satisfied or dissatisfied are you with our Customer Service?

☐

Very satisfied

☐

A bit satisfied

☐

Neither satisfied nor dissatisfied

☐

A bit dissatisfied

☐

Very dissatisfied

3. Which of the following words would you use to describe our products? Select all that apply.

☐

Reliable

☐

Overpriced

# MY KIDPRENEUR ADVENTURE

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> High quality         | <input type="checkbox"/> Impractical  |
| <input type="checkbox"/> Useful               | <input type="checkbox"/> Ineffective  |
| <input type="checkbox"/> Unique               | <input type="checkbox"/> Poor Quality |
| <input type="checkbox"/> Good value for money | <input type="checkbox"/> Unreliable   |

## 4. How well do our products meet your needs?

- ☐ Extremely well
- ☐ Very well
- ☐ OK
- ☐ Not so well
- ☐ Not at all well

## 5. How would you rate the quality of the product?

- ☐ Very high quality
- ☐ High quality
- ☐ Average quality
- ☐ Low quality
- ☐ Very low quality

## 6. How would you rate the value for money of the product?

- ☐ Excellent
- ☐ Above average
- ☐ Average
- ☐ Below average

# MY KIDPRENEUR ADVENTURE

7. How responsive have we been to your questions or concerns about our products?

- ☐ Extremely responsive
- ☐ Very responsive
- ☐ A bit responsive
- ☐ Not so responsive
- ☐ No response

8. How likely are you to purchase any of our products again?

- ☐ Very likely
- ☐ Maybe
- ☐ Not very likely

9. Do you have any other comments, questions, or concerns?

**Thank you for your feedback**



# MY KIDPRENEUR ADVENTURE

## Module 10

### REFLECTION

#### Pivoting Plan

Create your own Pivoting Plan below and take it with you to help you experiment and improve sales at your next market day. You can also use this plan to think about how to continue to improve and grow your business

|           | How will we start off?   | How could we try pivoting?  | When will we try pivoting?  |
|-----------|--|---|---|
| PRODUCT   | Eg. Sell greeting cards & bracelets individually                         | E.g. Sell cards & bracelets together as a gift pack                                   | E.g. If one product sells twice as many as the other in the first hour        |
| PRICE     | E.g. \$3 each  | E.g. Increase to \$4  | E.g. If we sell 5 or more in the first 1/2 hour                               |
| PLACE     | E.g. Lay greeting cards and bracelets flat on the table to display them. | E.g. Stand greeting cards up and hang jewellery on a stand where people can see them. | E.g. If there are too many people at the stall for everyone to see the table. |
| PROMOTION | E.g. Have signs advertising the product benefits & charity.              | E.g. Start calling out 'Handmade products for sale! All profit to charity!'           | E.g. If we sell less than 7 products in the first hour                        |