

readysetgo

**MODULE 9**  
**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/](http://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 9

## Where will I sell my products?

<b>MODULE</b>	9
<b>RSG STAGE</b>	GO
<b>LESSON TITLE</b>	<i>Where will I sell my products?</i>
<b>LESSON FOCUS</b>	Considering where products can be sold in order to reach the target market
<b>OUTCOMES</b>	<ul style="list-style-type: none"> <li>• Understanding the final stage of launching a business is GO and is all about getting involved</li> <li>• Understand the different ways a product can be sold</li> <li>• Decide where to sell products</li> <li>• Learn about the importance of marketing and how to do it</li> </ul>
<b>KEYWORD</b>	<b>MARKETING</b> How a business communicates product information to its target market to generate sales
<b>BUSINESS KIT RESOURCE</b>	Promotional Flyer Templates
<b>VIDEO</b>	VIDEO #11 - Where will I sell my products?
<b>WORKSHEET</b>	Module 9: Where will I sell my products

## LEARNING SEQUENCE:

### **1. Watch Module Video**

- Found at [www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/)

### **2. Discuss Module Topic (see notes over leaf)**

- Outline the GO stage of business = Get Involved
- Marketing
- The 4 P's of Marketing
- 'Place'
- 'Promotion'

### **3. Theory Activity**

- *Worksheet:* Place & Promotion Exercise

### **4. Applied Activity**

- My Marketing Plan

### **5. CK Business Kit Activity**

- Market Day Flyers

### **6. Goal Keep Reflection**

## FACILITATION NOTES:



### MODULE 9 VIDEO

See [www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/) to view the module video



### MODULE TOPIC NOTES

#### MARKETING

Marketing is the most crucial part of a business. Marketing is 'making the target market aware of a company's products and providing a way to buy them.' This includes product & packaging design, pricing, advertising and selling.

Marketing is one of the most important parts of a business. A business might have an amazing product to sell, but if it does not tell its target market about its product, it will not make many sales. E.g. a social enterprise that does amazing work for social impact will not make a difference in the world if it does not promote itself well in order to make its business work.

Once again, marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because "selling concerns itself with the techniques of getting people to exchange their cash for your product. Marketing is concerned with communicating the value of the product to the customer. Marketing is all about discovering and satisfying customer needs." - Theodore C. Levitt. In other words, marketing has less to do with getting customers to pay for your product and is more about growing demand for that product because of how it fulfills the customer's needs.

#### THE 4 P'S OF MARKETING

There are 4 key elements of marketing which need to be considered. These are called 'The 4 P's of Marketing'.

	DEFINITION	MODULE
<b>PRODUCT</b>	Designing a product that appeals to the target market. This includes the product idea (module 1) business name (module 3), branding (module 4), design features (module 5 & 6) and packaging (module 6).	Module 1-7
<b>PRICE</b>	Setting an appropriate price for the target market. The price must communicate the right idea about the product e.g. is it value for money, is it a luxury item etc.	Module 8
<b>PLACE</b>	Selling the product in the best place to reach the target market. Where do the target market do their shopping? The product should be sold here.	Module 9
<b>PROMOTION</b>	Advertising the product, place and price to the target market. This should be done in the best way to reach the target market. E.g. for a target market of grandma's advertising in newspapers might be more effective than advertising online.	Module 9, 10 & 11

Encourage your students to consider all of these things when promoting to their target market.

This module focuses on the third and fourth 'P's' of marketing – PLACE & PROMOTION.

## PLACE

There are many different places to sell business products and services. The best place will depend on where is best suited to reach the chosen target market.

Some examples of places where kidpreneurs have successfully sold products in the CK Challenge include:

- At local market e.g. craft market, farmers market
- School event e.g. fete, drama production, open day, election day etc.
- Community event e.g. Rotary fundraiser
- Through a local retail shop (your own or someone else's)
- Online (e.g. eBay.com, etsy.com, madeit.com.au or your own website)
- Asking another friend to sell on your behalf to their friends/family (i.e. acting as an agent). You might want to pay them a certain percentage of sales. This is called 'commission'.

There are many more options. Encourage students to get creative. Consider the climate, time of day, celebration season and work times when deciding when and where to sell products too.

## CLUB KIDPRENEUR RECOMMENDATION

A key goal of the CK Challenge is to provide safe and secure opportunities for students to develop life and business skills. These skills include customer service, interpersonal communication, handling money, experiencing success & failure through experimentation and promoting a product to a target market

Past experience has shown that the most successful place to sell products to achieve these outcomes is at a local market or community event. When kidpreneurs sell outside of their school in their local community, they have access to a much wider customer base and learn a greater range of skills. Not only do they have the capacity to make more sales than they might in school, kidpreneurs develop interpersonal communication skills by being exposed to the general public in a safe and secure setting. They learn to handle rejection when customers decline to buy their products and grow an appreciation for customers for their business when it is given.

For this reason facilitators are encouraged to provide an opportunity for students to sell at a location providing access to the broader school community or the general public, providing a larger number of potential customers, unknown to the kidpreneurs.

While we recommend selling products at a local community market, we do recognise this is not possible for every school. In this case you may wish to consider the following alternatives of places for students to sell their products:

- At your local shops. With council approval you may be able to set up a stall outside your local supermarket, in a shopping mall or block of shops where students can sell their products WITH teacher/parental supervision. At a school fete or school market day
- At a one-off event in your local area advertising for stallholders e.g. car boot sale, sports events, community fundraising events, community festivals (music, arts, environmental, heritage, cultural etc.)
- At a school open day
- At another school event where the public attends e.g. school Fete, a drama production etc.

Club Kidpreneur also recommends students hold more than one market day to sell their products. Part of the learning process is to try once, then reflect and evaluate on the experience, then try again to make changes and improve. Students are welcomed to try selling using any additional methods they come up with in addition to their market day.

***IMPORTANT NOTE: Students must always sell under adult supervision. Child safety is paramount. Ensure kidpreneurs obtain parental permission for any sales method they choose to use.***

## PROMOTION

The promotion element of marketing is all about conveying the right message to the target market to encourage them to buy the product. Promotion involves communicating with customers in written, visual and verbal forms to share information about the product with them.

Methods of promotion include:

- Speaking in person to potential customers (direct marketing)
- Door-to-door sales
- Mail drop flyers in people's letter boxes
- Advertising in the media (TV, newspaper, radio)
- Word of mouth (one customer tells another potential customer)
- Printed advertisements e.g. signs, flyers, business cards, billboards
- Online advertising (Search Engine Optimisation (SEO),
- Social media advertising

All promotional materials will communicate the other 3 P's of marketing – Product (features & benefits), Price (and special price deals), Place (where to buy it).



## THEORY ACTIVITY INSTRUCTIONS

### PLACE & PROMOTION EXERCISE

On the module worksheet a range of common products are listed. Students must fill in the following:

- A possible target market
- A Place to sell to the identified target market
- A way to Promote the product to the target market

**Note that there is no right answer for each of these.** Students can get creative when naming the target market, place and promotion for each product. A business might start with one marketing plan and make changes and experiment along the way as they discover their target market's needs and behaviour more and more. This will be covered in module 12.

A set of model answers is as follows:



PRODUCT	TARGET MARKET	PLACE TO SELL	PROMOTION IDEAS
<b>WALKING STICKS</b>	Retired people aged 70+	<ul style="list-style-type: none"> <li>Rest homes</li> <li>Hospitals</li> <li>Doctors</li> </ul>	<ul style="list-style-type: none"> <li>Community newspapers</li> <li>Flyer mail drop in letter boxes</li> </ul>
<b>FOOTBALL MAGAZINE</b>	Soccer players aged 16-30	<ul style="list-style-type: none"> <li>Newsagent</li> <li>Online through soccer websites</li> </ul>	<ul style="list-style-type: none"> <li>On the big screen at soccer games</li> <li>Flyers at football clubs</li> </ul>
<b>HEALTHY SMOOTHIES</b>	Mums who workout during the day	<ul style="list-style-type: none"> <li>In fitness centres</li> <li>In shopping malls</li> <li>In supermarkets</li> </ul>	<ul style="list-style-type: none"> <li>In fitness centres or yoga studios</li> <li>In women's magazines</li> <li>On TV during kids TV shows</li> <li>At childcare centres</li> </ul>



## APPLIED ACTIVITY INSTRUCTIONS

### MY MARKETING PLAN

To apply the theory from module 9, students now use their understanding of the 4 P's of marketing create a marketing plan for how they will achieve their sales goal and business mission (module 2) in light of their target market (module 5). Here they will complete a Marketing Plan template to decide the 'Product', 'Price', 'Place' and 'Promotion' aspects of their business marketing. On the module 9 worksheet they will identify the following:

- Re-states their Mission Statement, Sales Goal and Target Market decided in modules 2 and 5. This is to remind them what their marketing plan will be helping the business to achieve.
- PRODUCT:** Describe the product aspect of their marketing in terms of how the product has been designed to appeal to the target market and meet their needs.

- **PRICE:** Recall the product price decided on in module 8 and describe why this was chosen in light of their target market profile.
- **PLACE:** Brainstorm some possible places to sell the product to reach their target market then choose the best one to start with. The initial place of sale will most likely be the place the facilitator/teacher has already arranged to sell, however coming up with other ideas is great for conceptual understanding and these ideas can be acted on after the initial market day.
- **PROMOTION:** Brainstorm some possible ways to promote the business product, price and place of sale to the target market. Each method of promotion must tell the customer where they can buy the product.



## 'CK BUSINESS KIT' ACTIVITY INSTRUCTIONS

### Market Day Flyers

To assist kidpreneurs with their promotion, each Business Kit has a set of flyer templates to help promote their market stall date and location. Each template can be filled in with the business specific details to promote the PLACE of sale.

These flyers should be distributed in places where the target market is likely to see it. For example, if the market day will be held in the local community, a flyer could be put on a community noticeboard. If the market stall will be setup at school, stick the flyers up around the school grounds. Students might even give a flyer directly to people in their target market.

Club Kidpreneur gives permission for these flyer templates to be photocopied for the purpose of promoting the Club Kidpreneur program market day. Note that no other Business Kit items may be photocopied according to Club Kidpreneur Copyright regulations.



## GOAL KEEP REFLECTION

All elements of the market day plan must help kidpreneurs to achieve their sales goal. When creating their marketing plan, ask your students to consider:

***How will your marketing plan help you attract enough customers to sell enough products to achieve your goal?***

If their marketing plan could be improved to help meet their sales goal more, student can go back and make changes to it.