

Module 12

HOW CAN I IMPROVE MY BUSINESS?



Watch Module 12 Video at:
www.clubkidpreneur.com/resource-centre/

Keywords:

Pivoting
Pivoting Plan

Once a business has launched and selling is underway, things don't stay the same from there. Now the real adventure begins!

Entrepreneurs are continually experimenting and making changes to their business to figure out how to improve it and better meet customer's needs. This is called **PIVOTING**.

PIVOTING is when you make changes to improve your business after it has launched.



KEEP CALM & CARRY ON

So if you start to sell and things don't go as planned, it's not game over! This is where you get to adapt your business by making a change and seeing if it improves things. And if it doesn't, just keep pivoting until something works out.



YOUR PIVOTING PLAN

The best areas to do your pivoting with are the 4 P's of Marketing from Module 9. To help you do this, you can create a Pivoting Plan for your market day.

A Pivoting Plan is a written plan for how you will experiment with the 4 P's of marketing after you've launched your business.

Create your own Pivoting Plan below and take it with you to help you experiment and improve sales at your market day.

	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



CK Business Kit Activity: DIY KIDPRENEUR KITE

Now that your business is all ready to go to market it's time to officially launch! Inside your Business Kit is a Kidpreneur Kite to help you do this.

1. Decorate your Kidpreneur Kite with your business name, logo and business colours.
2. Organise an official business launch ceremony to celebrate the launch of your real-live Kidpreneur business
3. Invite your local newspaper to attend and take photos, and even your local MP or mayor.



GOAL KEEP

Will your Pivoting Plan help you experiment and make changes so that you can get closer and closer to your sales goal? Remember to be persistent and keep pivoting until you get there. Successful businesses are just the ones who persist for the longest!

