

# CAREERS & RESOURCES

## *Lesson plan: Business & Enterprise Competition*

Title	IMI & Sytner – Business & Enterprise Competition
Aims	<ul style="list-style-type: none"> <li>• Learners to understand the Retail Automotive Industry from a business perspective</li> <li>• Learners to research, design, brand and launch a new vehicle to a specific target audience</li> <li>• Learners to collaborate with each other to work as a team</li> </ul>
Outcome	Learners will demonstrate their creativity and submit their 'pitch' for the IMI & Sytner Business & Enterprise Competition
Resources	<ul style="list-style-type: none"> <li>• Access to the internet</li> <li>• Computers</li> <li>• PowerPoint</li> <li>• Paper</li> <li>• Camera or smartphone to film the pitch (optional)</li> </ul>
Time required	60 - 120 minutes

## LESSON PLAN

Introduction	5 minutes	<p>Introduce the Retail Automotive Industry and explain the competition (PowerPoint)</p> <p>Learners to be put into teams of 4 - 6.</p>
Task 1	10 - 15 minutes	<b>Research &amp; Planning</b>
		<ul style="list-style-type: none"> <li>Choose a target market from the options given</li> <li>Discuss what your target audience already has in existing vehicles</li> <li>Explore what they would want from a new vehicle</li> <li>Agree on a name for the new vehicle</li> <li>Explain why you chose this name and what it means to your brand</li> </ul>
Task 2	15 - 30 minutes	<b>Design</b>
		<ul style="list-style-type: none"> <li>Create a logo</li> <li>Create an image of the new vehicle</li> <li>Highlight key features of the vehicle</li> <li>Explain the vehicle's unique selling point (USP)</li> </ul>
Task 3	15 - 30 minutes	<b>Brand &amp; Launch</b>
		<ul style="list-style-type: none"> <li>Decide on a marketing strapline for your vehicle</li> <li>Create an advertising poster</li> <li>Plan a launch event</li> <li>Put together a media campaign to launch the new vehicle onto the market</li> </ul>
Task 4	10 - 35 minutes	<b>The Big Pitch</b>
		<ul style="list-style-type: none"> <li>Prepare your 'elevator pitch' or presentation</li> <li>Present all of your ideas to showcase your product</li> </ul>
Conclusion	5 minutes	<p>Group discussion on what the learners have discovered about the Retail Automotive Industry</p> <p>Ensure competition entries have a team name, the school name and contact details attached before submitting to <a href="mailto:careers@theimi.org.uk">careers@theimi.org.uk</a></p>