# LESSON PLAN

## *Business & Enterprise Competition*

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| Title | IMI & Sytner – Business & Enterprise Competition |
| Aims | * Learners to understand the Retail Automotive Industry from a business perspective * Learners to research, design, brand and launch a new vehicle to a specific target audience * Learners to collaborate with each other to work as a team |
| Outcome | Learners will demonstrate their creativity and submit their ‘pitch’ for the IMI & Sytner Business & Enterprise Competition |
| Resources | * Access to the internet * Computers * PowerPoint * Paper * Camera or smartphone to film the pitch (optional) |
| Time required | 60 - 120 minutes |

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| Introduction | 5 minutes | Introduce the Retail Automotive Industry and explain the competition (PowerPoint)  Learners to be put into teams of 4 - 6. |
| Task 1 | 10 - 15 minutes | ***Planning & Research*** |
|  | * Choose a target market from the options given * Discuss what your target audience already has in existing vehicles * Explore what they would want from a new vehicle * Agree on a name for the new vehicle * Explain why you chose this name and what it means to your brand |
| Task 2 | 15 - 30 minutes | ***Design*** |
|  | * Create a logo * Highlight key features of the vehicle * Explain the vehicle’s unique selling point (USP) * Create an image of the new vehicle |
| Task 3 | 15 - 30 minutes | ***Brand & Launch*** |
|  | * Decide on a marketing strapline for your vehicle * Create an advertising poster * Put together a media campaign to launch the new vehicle onto the market * Plan a launch event |
| Task 4 | 10 - 35 minutes | ***The Big Pitch*** |
|  | * Prepare your ‘elevator pitch’ or presentation * Present all of your ideas to showcase your product |
| Conclusion | 5 minutes | Group discussion on what the learners have discovered about the Retail Automotive Industry  Ensure competition entries have a team name, the school name and contact details attached before submitting to [careers@theimi.org.uk](mailto:careers@theimi.org.uk) |