IMI Business & Enterprise Competition

Sponsored by Sytner Group

A UK wide competition for schools and colleges to design, brand and launch their very own vehicle

The automotive industry influences everyone, from delivering goods on time to commuters travelling to work and emergency services being able to respond to a crisis. The motor industry helps to keep the country moving.

The Business & Enterprise competition will focus and improve students’ skills such as teamwork, communication, leadership, employability and life skills. Roles within the teams could include Project Managers, Sales and Marketing Executives, Researchers and Designers.

**About The Institute of the Motor Industry (IMI)**

The Institute of The Motor Industry is now 100 years old! The IMI is the professional body for individuals working in the motor industry and the authoritative voice of the retail automotive sector. The IMI’s aim is to ensure that the automotive retail sector has a skilled, competent and professional workforce that is fully equipped to keep pace with the demands of new technology and changing markets. A key part of business for manufacturers and dealers is to encourage the best and brightest people to join their business in a variety of roles.

[www.autocity.org.uk](http://www.autocity.org.uk) is the IMI’s one-stop-shop for impartial careers information and advice on careers in the Retail Motor Industry.  Whether you are an individual looking to start or progress your career, or a parent, teacher or careers advisor who supports others in making their career choices, Autocity is the place to start.  With over 150 #MotorCareers to choose from Autocity provides you with all things Automotive!

**Sponsored by Sytner Group**

Sytner Group are the UKs leading retailer of prestigious cars and the largest overall automotive retailer in Europe.  Sytner Group represent 21 of the world’s most prestigious car manufacturers in over 140 dealerships across the UK.  As well as being the UKs largest dealership group we are the number one retailer for many of our manufacturers.



 Parents’ Guide

Parents we know this is a very difficult time juggling working and home schooling so we have pulled together a range of free downloadable education lesson plans, resources and fun activities to support you while you are at home during this difficult time.

This session forms part of the IMI Business Studies Competition, sponsored by Sytner Group. Each week, for the next 4 weeks, we will be releasing an activity to entertain and support your child with their communication, problem solving, planning and research skills whilst trying out various job roles in the automotive industry including marketing, design and sales.

Lesson 1: Today the focus is on **Planning** and **Research**.

**Competition brief**

We want you to design the vehicle of the future with a specific target market in mind. Over the last 100 years cars have come a long way in fact most of the companies you know today would not have existed. We would like you to research and think about what cars will look like in in the future to support these individuals and help us shape the future of the industry.

Either solo or in teams work together to research, design, market or pitch your new vehicle. Keep in mind your target audience and use your unique selling point (USP) to make your car stand out for the crowd!

Finally send in a copy of your presentation or pitch to careers@theimi.org.uk or post it in, for it to be marked by the panel of industry judges. You and your team may win the top prize of an exciting automotive day out with the IMI and the competition sponsors Sytner Group!

The following pages can be used to help you plan out your project!

Task 1: Planning

Choose a target audience and an issue to fix from the ones below. If you have another problem you would like to help people overcome then explain their needs and requirements below.



**Planning**

You will need to research their preferences, lifestyles, hobbies and finances etc.

* Scenario 1: Design a new public transport of the future – how can you entice more people to use public transport more and reduce their need for a personal vehicle?
* Scenario 2: How will you support a single person living in a city with limited parking and limited income to be able to afford a vehicle within a restricted emissions zone
* Scenario 3: A Family of 5 who are concerned about sustainability, impact on the environment and safety for their family.
* Scenario 4: An older couple who live in a retirement home, they have pets and are concerned about their future health needs.
* Scenario 5: A new type of Heavy Vehicle that can transporting goods long distances and that is environmentally friendly as well as safe and a comfortable environment for the driver.
* Alternatively describe an issue of your choice to support. Think about something which might have affected you, or someone close to you recently. That could be an issue of your choice relating to one of the following topics, such as *Mental Health and Well-being, Social Distancing, Coronavirus, The environment, Diversity and Inclusion and Brexit*. The Concept Car should include an element which would help overcome, address or raise awareness.

Our target market is: …………………………………………………………………………………………………..............................................…………………………………………………………………………………………………..............................................…………………………………………………………………………………………………..............................................

We chose this audience because: ….............................................................................................................................................................................

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Task 2: Research

Research the types of vehicles already available to your chosen target audience and consider what this will look like in the future. What are the good bits and what could be improved? What technology will be available in the next 10 years? Why would all of these things appeal to that audience?



**Then answer these questions below:**

What are the main concerns and issues that your target audience need to overcome? ..................................................................................................................................................................................

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What is available to your target audience now? ................................................................................................................................................................................... ...................................................................................................................................................................................

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What do you think they will need in the future? ...................................................................................................................................................................................

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Next up…

Next week we will look at Design and creating a unique selling point for your target audience. We can't wait to see what you will create!

If you have any questions please get in touch with the IMI Careers team on careers@theimi.org.uk

Lesson 2: Today the focus is on **Problem Solving** and **Design**

Task 3: Problem Solving

**Key Features & Your Unique Selling Point (USP)**

Look back at your work last week, remind yourself of the person or people you are designing your vehicle of the future for. What were their needs? What was currently already available to them and what would they need in the future?

Now that you know your target audience and their requirements you need to come up with some key features and a ‘unique selling point’ that will make them choose to buy your vehicle and not one from a competitor.

It's time to get creative!



**Design and draw your USP:**

Explain your unique selling point – either draw or tell us about your USP

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Tell us WHY this will support and help your target audience?

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Task 4: Design

You now know your target audience and their needs, what is available for them at the moment and also what your unique selling point for them is. Now it’s time to design your overall vehicle. What will it look like? What will its shape be? What colour combinations and materials will you offer?

Show us your final image of your new vehicle, remember to highlight the key features and USP!

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Next up…

Next week we will be focusing on brand and marketing! We can't wait to see what you have created!

If you have any questions please get in touch with the IMI Careers team who will be happy to help you on careers@theimi.org.uk

Lesson 3: Today the focus is on **Marketing**.

Task 5: Marketing

**Name, logo and strap line**

Now you know who your audience is, what their needs are and how your vehicle will fit them it’s time to name your vehicle. What will appeal to your audience and what will showcase your USP?

**Name**

Write down some ideas for your vehicles name

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Decide on the final name your vehicle

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**Design your vehicle logo**

Now you have the name of your vehicle it needs a logo to make it stand out! Take a look at other logos around the house to see what stands out and what colours and shapes work well together. Take some time to design your new logo

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**Strap line**

To go along with your name and logo you will need to think of a marketing strapline for promoting your vehicle keeping in mind your target audience.

To start you off can you guess where these ones are from?

* ‘Because you’re worth it’
* ‘Just do it’
* ‘Taste the Rainbow’

Now it’s time to come up with a marketing strapline for your new car.

Your ideas

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Your final strapline

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Next up…

Next week we focus on Communication and Sales!

If you have any questions please get in touch with the IMI Careers team who will be happy to help on careers@theimi.org.uk

Lesson 4: Today’s session focuses on **Communication** and **Sales**.

Task 6: Communication

**Advertising your vehicle**

You will want to promote your new vehicle to the general public and an advertising poster is a great way of doing this.

Research how and where will you advertise your new vehicle? Remember your target market and what would appeal to them. Find some examples of advertising around the house, what works well and what would work for your audience?

**Advertising campaign - Poster**

Design an advertising poster and advertising campaign for your vehicle, let us know where it will be displayed too

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**Advertising campaign - Social media posts**

Devise a promotional plan by creating a media campaign to launch the vehicle onto the market: Which media platforms would you use to sell your product? Will there be a limited edition or special offer for the launch? What social media posts will there be around the launch of your new vehicle? ..................................................................................................................................................................................

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**Advertising campaign - Launch event**

Describe your launch event – when, where, what, who?

Tell us how you plan to launch the new vehicle onto the market. How will you launch your product? Where will your launch event be? What will happen at your launch event? Who is your brand ambassador? ..................................................................................................................................................................................

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Task 7: Sales

Your very own product is ready for the big launch! Now it’s time to focus on ‘selling’ your vehicle! Are you ready?

Now it’s time to get all your ideas and plans together to create a final presentation for your new vehicle. You can complete the competition using any of the following formats:

• A PowerPoint presentation

• A written presentation on A4 paper

• A filmed 5 minute ‘elevator pitch’ of your ideas

One final task:

Send in your entries to careers@theimi.org.uk for your chance to win special prizes supplied by our wonderful competition sponsor Sytner Group.

Up next…

If you have enjoyed these lesson plans then we have loads more to share with you free of charge. You will find Employability Skills Toolkits where you will support with starting your first CV, interview skills and more HERE, lesson plans mapped to the GCSE curriculum in Literacy, IT, Maths and Business Studies HERE and so much more

If you have any questions please get in touch with the IMI Careers Team who are more than happy to help on careers@theimi.org.uk

Competition submission form

Congratulations, you have designed your new vehicle for the future and prepared its launch. Let’s check that you are ready to submit your entry.

If you have completed this worksheet on a computer/tablet please save and send your final version to caareers@theimi.org.uk. If you have any drawings or designs on paper you can take pictures or scan and attached them to your email.

If you have printed the worksheet and completed by hand, you can either Scan your worksheet or take pictures of each sheet and email them back to us at careers@theimi.org.uk

Competition entry form

**Parent / Guardian Details:**

Title: First Name: Surname:

Address:

Town:

County:

Postcode:

Contact Number:

Email Address:

**Student Details:**

Year Group:

**School Details**

School:

Teacher Contact:

All entries must be received no later than **February 28th** **2021** for your chance to win.

Good Luck

We look forward to receiving your design!