
The Enterprise Project

Using English to develop a new product

Activity 1: The logo game

| Sector | Name of company (<i>bonus point for two examples if possible</i>) |
|------------------------|---|
| Construction | |
| Fast food | |
| Coffee shop | |
| Luxury products | |
| Consultancy | |
| Automobile | |
| Fashion | |
| Health and beauty | |
| Insurance | |
| Banking | |
| Postal/Courier | |
| Soft drinks | |
| Information Technology | |



Develop a new product – your checklist

In small teams you are going to develop a new product. You need to do the following:

- Decide on your product idea
- Name your product
- Develop a logo for your product
- Develop a slogan for your product
- Write a product description and outline the unique selling points, target market and describe how you would sell and grow your product
- Identify possible rival products
- Define a price point, any promotional activities and roughly estimate the likely costs involved in producing your product
- Present your product to other groups

Your template

| | |
|---|--|
| Name of your product and slogan | Logo |
| Product Description (Including unique selling points, target market and plan for growth) | Costs (possible) Price Profit |

Activity 2: What is the difference?

In pairs answer the following questions in exploring the **differences between the** words below:

What is the difference between...?

1. A slogan and a logo
2. A strategy and vision
3. A niche and a market
4. Profit and turnover
5. Cost and price
6. Net profit and gross profit
7. A pilot and market research
8. The brand and advertising
9. Advertising and marketing
10. A promotion and a discount
11. A customer and a consumer

Activity 3: Guess the slogan!

- 'Impossible is nothing'
- 'The best a man can get'
- 'I'm loving it'
- 'The king of beers'
- 'Because I am worth it'
- 'Just do it'
- 'Connecting people'
- 'When there is no tomorrow'
- 'Between love and madness lies obsession'
- 'There is no substitute'
- 'The power of dreams'

Activity 4: What skills do you need to be a successful entrepreneur?

- Discuss this question in pairs



Annex 1: Ideas to help you (1)

- You need to develop a new shampoo aimed at the 18 to 30 market.
- You need to develop a new sport that will interest young people between 12 and 18.
- You need to develop a healthy snack aimed at teenagers.
- You need to develop a new range of ice cream flavours using healthy ingredients.
- You need to develop a new toy for the under 6 year old market.
- You need to develop a new website which aims to develop (in some way)the knowledge and skills of under 18 year olds.

Annex 1: Ideas to help you (2)

- You need to develop a new range of deodorants.
- You need to develop a new radio station.
- You need to develop a magazine aimed at teenagers.
- You need to develop a new school which aims to revolutionize the teaching of young people.
- You need to develop a new fast food restaurant, which offers healthy food!
- You need to develop a new package holiday.
- You need to develop the prototype for a robot that performs a useful function for humans.

Annex 1: Ideas to help you (3)

- You need to develop a new product that will be useful in the house.
- You need to develop a new solution to the problem of rubbish.
- You need to develop a new product that will make travel by plane, train, car or boat, easier.
- You need to develop a new drink aimed at busy professional people.
- You need to develop a new brand of clothes designed for a particular age group.
- You need to develop a new item of furniture that is comfortable and practical.
- You need to develop a new game suitable for all the family.

Annex 1: Ideas to help you (4)

- You need to create a shop that only sells products made out of recycled material.
- You need to develop a youth centre which offers lots of fun activities but also deals with social problems affecting teenagers.
- You need to develop a new TV and radio advert which deals with the problem of alcohol abuse.
- You need to develop a new computer game that is both educational and fun for teenagers.
- You need to develop a new club for students wanting to find other students to speak to in developing their language skills.