

A school barbeque as a business opportunity



Secondary Lesson Plan

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Source

Approaches to Enterprise Education

Learning areas

Studies of society and environment and Technology

Level

Middle to upper secondary

Description

A barbeque at the school swimming carnival is identified as a business opportunity. Students undertake research to establish market demand and formulate a strategy to exploit it. They analyse the market to determine an appropriate mix of products and services to provide. This activity is one of many examples, provided in the above publication, showing how teachers can link school curriculum to Industry Standards for small-business management.

Purpose

To develop students' understanding about the need for research and a market strategy prior to establishing a small business.

Duration

4 x one hour sessions

Possible outcomes

In relation to *Studies of society and environment — a curriculum profile for Australian schools*, work in this activity could lead to the achievement of outcomes in the following strand:

- **Resources**
 - Use of resources
 - People and work
 - Management and enterprise

Materials required

None

Procedure

1 Identifying business opportunity

Tell students about the nature of small business in Australia and its importance to the Australian economy. Through a class brainstorm and discussion, develop a list of school events and opportunities that would lend themselves to trialling a small business over a short period of time.

2 The barbeque task

Organise students into teams. Hand out and explain the barbeque task below. Outline the various stages involved in establishing a small business and discuss:

- the most common methods of market research for small business
- market mix and its components
- the meaning of opportunity cost
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Have the students draw up some preliminary questionnaires.

Barbecue task:

In your team:

- identify the food needs of the school and public attending the swimming carnival (or other similar event) and how you might cater for these needs
- undertake market research to establish a market philosophy and consumer profile and, most importantly, consumer demand
- having recognised that a viable market exists, formulate a strategy to maximise opportunity, monitor competition, and develop a contingency plan to counteract any unexpected events
- determine the mix of products/services to cater for consumer demand after having analysed the market, and institute a means of keeping financial records
- assess the opportunity cost of the venture
- present a 7-minute report on your enterprise to the class

While students are completing the task act as a business consultant to the teams.

3 Presentations and debriefing

Discuss important points to include in the presentation, for example:

- how you identified the food needs of the target market
- the type of market research you undertook
- your market strategy, including a description of the market mix
- the opportunity cost considerations for the venture
- what you would do differently next time

Provide time for students to prepare their presentations to the class and invite others. Students present their reports and answer questions from the audience.

Debrief students by discussing the ways in which they used enterprising skills and behaviour, the ethics involved in the entrepreneurial activity and the trials and tribulations of the presentation.

Acknowledgments

Approaches to Enterprise Education was developed and produced by Curriculum Corporation through the Vocational Education in Schools Project funded by the Commonwealth Department of Education and Training.

Related products

- [Primary Ed-Ventures](#)
- *Secondary Ed-ventures* (Curriculum Corporation 1998)
- [Making Choices: Primary](#)