

# Snack Packs

## Secondary Lesson Plan

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### Source

*Approaches to Enterprise Education*

### Learning areas

Studies of society and environment

### Level

Middle to upper secondary

### Description

Students make up mixed bags of fruit and nuts and sell them. The 'Snack Packs' are sold at a price that allows a profit to be made. A 'healthy food' theme promotes sales of the product. The activity can be used to develop an understanding about enterprise characteristics and supports the model for teaching and learning through enterprise developed by Kearney and Russell-Green (1991).

### Purpose

To develop students' understanding about enterprise characteristics.

### Duration

3 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**  
Management and enterprise

### Materials required

Per team of three students:

- \$35 worth of dried fruits and nuts
- \$10 cash to buy bags, labels and other items
- 1 calculator
- 1 cassette player
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Other equipment as negotiated by teams.

## Procedure

### 1 Identify characteristics of enterprise

Discuss examples of successful business people, for example Dick Smith, and the factors contributing to their success. Develop a list of enterprise characteristics for example, cooperative, energetic, good organiser, innovative, problem solver, evaluates performance.

### 2 Introduce the enterprise activity

Organise students into groups of three. Hand out and explain the student brief below. Each student invests \$15 of their own money in the venture. A 'loan' may need to be arranged for those students who cannot raise the \$15. Discuss the responsibilities that go with borrowing money and how any 'profit' will be used — a class 'outing' perhaps.

### Student brief

#### **Snack Packs**

Your team of three has three lessons over the next three weeks to complete this enterprise brief. You must make all your own decisions and do the work yourselves. You can make changes to this enterprise brief but discuss this with the teacher first.

#### **Your enterprise**

Your main task is to make up mixed bags of fruit and nuts and sell them to staff and students. You have \$35 worth of dried fruits and assorted nuts, and \$10 for other expenses. You are to sell the bags at a price that will allow you to repay the money and to make a 20% profit. You must market your Snack Packs using a 'healthy food' theme.

You need to write down:

- how you plan to make a 20% profit
- how you anticipate you will spend your money
- how many packs you will need to sell and at what price

What do you want to do with the profits? Come up with three useful suggestions and discuss them with the teacher.

#### **Your resources**

To help you with your enterprise you will need:

- \$35 worth of dried fruits and nuts
- \$10 cash to buy bags, labels and other items
- 1 calculator
- 1 cassette player to record team meetings

You must negotiate with the teacher/s to use other school equipment.

#### **Your presentation**

At the end of the three weeks your team has to present a 7-minute report on your enterprise.

Good luck!

### **3 Undertaking the enterprise**

Negotiate with a local supplier for the purchase and supply of the necessary quantity of dried fruit and nuts. Distribute them to groups. During the three lessons act as a business consultant and charge out your time to groups at a low rate. Your 'income' from this consultancy will be placed back into class 'funds' at the end of the activity.

### **4 Presentations and debriefing**

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

- how you worked out how much to put in each bag
- how you worked out how much to charge for each bag
- how you kept records of the money
- how you went about getting people to buy the Snack Packs
- what people thought of the Snack Packs
- how you organised your jobs and who did what jobs
- 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**

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### **Related products**

- *Activities in Enterprise Education - Primary* (Curriculum Corporation, 1997)
- *Activities in Enterprise Education - Secondary* (Curriculum Corporation, 1997)
- *Look Global: Upper Primary* (Curriculum Corporation, 1999)
- *Go Global: Lower Secondary* (Curriculum Corporation, 1996)
- [\*Making Choices: Primary\*](#)