Spend a fortune!

1 Read the information below about a company called Beautiful things for the home.

Beautiful things for the home was formed in 1999 when two young art graduates called Laura Debson and Ben Fredding decided to apply their creative talents to a new business venture. At the start, Laura and Ben carefully made everything by themselves and then set up various market stalls around London to sell their stock. They made lampshades, pottery vases, mats, curtains, candle holders and attractive ornaments. The business really took off and they regularly took lots of orders at their market stalls as well as selling stock. About three weeks ago, a mystery benefactor got in contact with Laura and Ben and offered to give them £20,000 to build their business. He had seen their stalls around London and was very impressed with their products. Whilst Laura and Ben were enormously grateful for this offer, they said they simply didn't have the time to give to devising a business plan to decide on how to spend the money.

Work with a partner. You have been employed by Laura and Ben to devise a business plan for them. You will decide how the £20,000 is going to be spent on each of the categories below. Laura and Ben have noted down a few ideas you may want to develop. Write at least three ideas for each category.

a) Selling channels: more market stalls? Sell in shops? Other towns and cities?

b) Staff: more staff to make products?

c) Products: increase the range?


e) Finance: time given to finding more generous benefactors?

2 Now present your ideas to the pair next to you. Imagine they are Laura and Ben. Ask them for their views on each part of your plan.

3 The mystery benefactor has just contacted Laura and Ben to inform them he has to cut his £20,000 to £15,000 due to unforeseen circumstances. Now you have to decide which the most important parts of your plan are. How can you save £5,000? Prioritise the categories from 1-5 showing how you will reduce the budget.
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TEACHER’S NOTES:

Aim: to provide practice of the communication section ‘spend a fortune’. This worksheet is designed to be used in conjunction with unit 5.

Time: 40 minutes

Materials: copy of the worksheet for each student

1. Tell students to read the information about the company ‘Beautiful things for the home’ carefully. Ask them if they have any questions.

   They then work in pairs to decide on how to spend the £20,000 that Laura and Ben have received to build their business. Laura and Ben have supplied the categories with a few ideas. The students need to get together some ideas for each category. Monitor as they work to see if they need any help.

2. The students then present their ideas to the pair next to them who assume the role of Laura and Ben. Laura and Ben give their views on the proposals. Ask some pairs to role play out their exchange to the class.

3. The budget is reduced from £20,000 to £15,000 so the students need to prioritise where they really do want to spend the money. They list their priorities and decide where they can cut their spending.