



## Enterprise

Enterprise is all about business, from ideas to product. Working through the process enables students to develop an understanding of ideas, design, research and production of a product. Pupils are encouraged to discuss ideas for a new product, and to decide if the product is appropriate for the market. At this idea stage the pupils are encouraged to think of a product which has not been produced in school before as the target market enjoy purchasing different products.

The design stage includes making a prototype and discussing how much profit would be made based on researching the price of materials. The pupils then participate in the production, marketing and delivery of the product.



