

Woodhouse West Primary– Knowledge Organisers

Year Group:	4	Subject:	Enterprise.	Focus/Theme:	Candle Holders—Business + DT.	Term:	Summer 2.
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What I should already know?

- Examples of successful companies and what makes them successful.
- What a logo is and why they are so important.

Key Vocabulary

Target Audience	The group of people you are trying to sell your product to.
Market Research	The ways companies gather information about their product.
Logo	Symbol used to promote a business.
Slogan	A memorable phrase used in advertising.
Profit	A financial gain.
Budget	The particular amount of money given to produce, advertise and sell a product.
USP.	Unique Selling Point.

... skills I am practising

Identify a product that we can easily create and sell.

Recognise that a business need to have a logo, slogan and name that is memorable and eye-catching.

Explore different designs for my product and evaluate which ones are successful.

Recognise that conducting market research is important if I want to make a product that is successful.



Sequence of learning

1)	Identify a suitable product that we can sell during our enterprise.
2)	Conduct market research to identify a target audience and price range.
3)	Create a name, logo and slogan that will make the product easy to sell.
4)	Plan a design for my product that is unique, eye catching and realistic.
5)	Create my product so that it is ready to sell.

By the end of the unit I should know...

- How to identify a target audience and justify why they have been chosen.
- Conduct independent market research which will help me promote and grow my business.
- How to design a product that is durable, eye-catching and easy to sell.
- How to make a catchy logo, slogan and business name that people can remember.

Key knowledge/facts

- Conducting field research is the best way to conduct market research and find out what people are interested in and what they will pay.
- Our business needs to have a USP so that we stand out from the rest and can make a higher profit.
- It's important to budget accordingly to make sure that we can make as much money as possible.