

# Enterprise TROOPERS

Primary School Competition



**Lower Primary**

## Activity 5: What do people want?

### Learning Objective

- To carry out simple market research.

### Entrepreneurship Characteristics

#### Creativity

- Communication

#### Organisation

- Research - understanding the environment

### Learning activities

Pose the question: *“How can we find out if anyone will want to buy our product or service?”*

Introduce the ideas of market research and target audience e.g. when planning a new menu for the school canteen, who should be asked and why?

Discuss the benefits of using a questionnaire to research their enterprise idea with their target audience.

In groups pupils devise their own simple questionnaires. Possible questions could include:

- *“What do they think of our idea?”*
- *“Do they like our product or service?”*
- *“Will people want to buy it?”*
- *“How much will they pay for it?”*

Pupils decide who to survey e.g. their family, pupils in other classes, parents, and then use their questionnaire to gather information.

Pupils collate their data and construct a simple graph/tally chart representing their findings.

## Activity 5:

### What do people want?

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#### Learning outcomes

Pupils will develop simple research skills.

#### Resources needed

- Interactive whiteboard

### Curriculum for Wales

#### Cross-Curricular Skills

##### 1. Literacy

###### Speaking

- Purpose
- Collaborative talk
- Questioning

###### Listening

- Listening to understand
- Listening as part of collaborative talk

###### Writing

- Planning and organising for different purposes, audiences and context.

##### 2. Numeracy

- Collecting data
- Representing data
- Interpreting data.

