

Enterprise TROOPERS



Upper Primary

Activity 7: What do people want?

Learning Objective

- To help develop research and communication skills.

Entrepreneurship Characteristics

Relationships

- Working with others
- Communication

Organisation

- Research – understanding the environment

Learning activities

Ask pupils to identify ways of finding out what people want/like about a product or service.

In groups, ask the pupils think about the advantages and disadvantages of using different methods e.g. surveys, focus groups, one-to-one interviews.

Ask pupils to identify their target market and which method they would prefer to use and why?

Ask pupils to devise simple market research questions and decide how they will be used.

Remember to:

- keep the questions short and simple
- ask only one thing at a time
- use words that the people being interviewed will understand.

Pupils carry out market research to help them find out more about the market place in which their product or service is to be sold.

Ask the pupils to collate the responses and present the data in appropriate forms e.g. tally charts, bar charts or line graphs.

Pupils write a summary of “*What we found out?*” and “*Is our product/service a good idea or not?*”. Pupils use this to inform their business planning.

Activity 7:

What do people want?

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Learning outcome

Pupils will develop simple research skills and will use appropriate questions to acquire information.

Resources needed

- ICT
- Interactive whiteboard

Curriculum for Wales

Areas of Learning and Experience

Health and well-being

- Our decision-making impacts on the quality of our lives and the lives of others.

Cross-Curricular Skills

1. Literacy

Speaking

- Purpose
- Collaborative talk
- Questioning

Listening

- Listening for meaning
- 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.

