

Enterprise TROOPERS

Primary School Competition



Foundation Phase

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 idea of market research e.g. planning a new menu for the school canteen.

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

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.

Pupils 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?

Foundation Phase

Learning outcome

Pupils will develop simple research skills.

Resources needed

- Interactive whiteboard

Curricular links

1. Foundation Phase Framework for Children's Learning

Knowledge and Understanding of the World

- To think creatively and imaginatively.

2. Literacy and Numeracy Framework

Literacy – Oracy across the curriculum

Developing and presenting information and ideas;

- Listening;
- Collaboration and discussion.

Literacy – Writing across the curriculum

- Organising ideas and information;
- Writing accurately.

Numeracy

Using data skills

- Collect and record data;
- Present and analyse data;
- Interpret results.

