

GCSE business studies pupils get creative



GCSE business pupils got their creative thinking hats on when they were tasked with thinking of a new breakfast cereal. The task got them to design innovative packaging ideas and describe their target audience.

The first problem they encountered was thinking of a catchy name, then came the slogan and a marketing plan. Pricing decisions were made and most chose a competitive pricing strategy. Pupils presented their ideas, and I was really impressed with their imaginative and inventive approach. Many identified the health food market as a growth area and did 'healthy' alternative cereals with added energy boosts. We enjoyed listening to everyone's ideas whilst becoming more familiar with some key business concepts.

Mrs Amy Farrington