

Activity 3: First Impressions

Would you go outside dressed in your pyjamas? I should certainly hope not! Equally, you don't want your stall to look tatty, as though you haven't even tried. Making your business look appealing and inviting to your customers is VERY important, especially if you want them to give you money. This activity helps you to think about what your school stall is going to look like.

Business aim:

As a group you are going to plan what your 'Gadget Shop' will look like.

What should we have achieved by the end of this activity?

At the end of this activity, you will have produced an A4 plan that shows what your stall will look like.

Why are we doing this activity?

In business image is everything! When people walk down a supermarket aisle, they take less than a second to decide if they like a product or not. If the product looks nice then they might buy it, but if it's presented poorly then they're just going to walk on by.

The activity:

Either using the blank image of a table (see below), or a table you have drawn yourself you need to plan what your shop will look like. As a group, answer the questions below to help you to think about how you would like your shop to appear.

- What table will you be using? Will your teacher be organising this for you?
- Do you have a table cover? What colour would you like your table cover to be?

(Neat Idea: If you place several cardboard boxes beneath your table cover it will add some extra height to your display and make your shop appear more professional.)

- Where do you want your 'Gadget Shop' sign to go? How will you fix this to the display?
- Where will you put your price sheet? Do you need more than one copy?

Did we manage to meet our business aim?

Have you now produced a design for your 'Gadget Shop'? Now stand back and look at your design. Would you be tempted to buy a gadget if you walked past your stall? Ask a few of your friends, and the teachers in your school, for their opinions of what your shop looks like. Listen to their advice and make any necessary changes.

