



# STEMterprise

Week 1 - Introduction

# The Challenge!

Year 5!

The children of the UK need your help!

Every day, they peer hopefully at the menu of their school lunch supplier only to be greeted by the same old offerings: bland baguettes, tasteless toasties and yet another plate of stale sandwiches!

We are giving YOU the task of setting up your own virtual farm shop business to grow your ingredients, design and make a brand new lunchtime food and save the children of the UK from their lunchtime boredom.

Good luck!



# Setting up your farm shop business

When setting up a business, **entrepreneurs** need to consider lots of factors.

What do you think these might be? Talk to your family!  
family!





# Marketing

*"Marketing is influencing behaviour to persuade people to buy more of your products, more often, for more money."*

**Mark W. Schaefer**

*"Marketing is products that don't come back and consumers that do."*

**Steve Dawson**

*What do you think these quotes mean?*





# Think...

When you go into a supermarket, what influences the products that you and your parents choose to buy?





# The 4 Ps of Marketing

When planning their marketing strategy, businesses need to consider 4 main factors:

- Product
- Price
- Promotion
- Place







# Product

A product is anything that satisfies a customer's need.

Your product will be **a healthy lunchtime food for children**. We will make it using an ingredient that we can grow ourselves.

When designing a product, businesses need to make sure they stand out from their **competitors** and offer something new and exciting.





# Branding

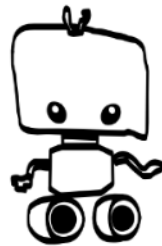
One way of standing out from the competition is to create a strong brand with a memorable logo.



# Branding

**Task 1:** Decide on a name for your new business.

**Task 2:** Design your company logo. It should be bright and memorable



Small Robot  
Company



During this project, you will be learning about plants and food and designing ideas for a new product

**What ingredients can we grow ourselves?**





# Which ingredients can we grow ourselves?



**Many fruit and vegetables can be grown in this country from seeds.**

Can you name any?

Why can't we grow all types of fruit and vegetables in the U.K?



## British fruit & vegetables grown from seeds:



- Lettuce
- Tomatoes
- Radishes
- Carrots
- Beans
- Peas
- Spinach
- Pumpkins
- Cucumbers
- Radishes
- Strawberries
- Blackberries
- Rhubarb





# Seasonality and Lifecycles



Different fruit and vegetables grow and can be harvested at different times of the year.

If we want our crops to be ready to be harvested and made into a food product by the end of term, we need to consider seasonality and how long the crops will take to grow and produce crops (this is called the plant's lifecycle).



# Your task: exploring seeds



**Try to gather together 3 types of seeds.**

**These could be in packets**

**They could be from your garden or on your daily walk**

**They could be from your food – tomato seeds, apple seeds etc.**

**Create a table to show the differences between the seeds and make predictions about how they would be dispersed (spread)**

**For example**

Name	Diagram	Size	Colour	Plant Diagram	Prediction for dispersal
Apple		4mm	brown		Eaten by animals and then left in droppings.

# Planting

If you can try to plant the seeds you have in soil. They may even germinate on damp tissue paper – have a go.  
We will look at other ways to cultivate soon.

