



Starting a Business 3: Customers and Competitors

Lesson plan

| Starter activity | Learning objectives |
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| <p>In pairs, students discuss what they think the difference is between a market and an industry.</p> | <ul style="list-style-type: none"> To define markets and industries. To identify customers and competitors. To analyse the 4Ps that appeal to their customers. |
| Main activities | Resources required |
| <p>In their own time, students watch the first 1mins 35sec of the video on Step 1.3 of the course, making notes on markets and industries. The teacher will then give them some time to finalise their notes to ensure they have definitions and add some of their own examples.</p> <p>The class engages in a brief discussion to brainstorm why it's important or useful to know who your customers and competitors are.</p> <p>The class watches between 2mins 40sec and 4mins 10sec of the video on Step 1.3 of the course, making notes.</p> <p>The teacher splits the class into groups of no more than three. Each group should select an industry or specific business and identify both their customers and their competitors. A summary should be written by each team member.</p> | <ol style="list-style-type: none"> Access to FutureLearn course. Devices to watch the video on. |
| | Assessment for Learning |
| | <p>Summary notes.</p> <p>Discussion contribution.</p> |
| | Differentiation |
| | <p>SEND: Videos have subtitles, teacher-led support.</p> <p>Low ability: Peer-learning.</p> <p>Gifted and Talented: Peer-teaching.</p> |
| Plenary | |
| <p>Students (individually or in pairs) choose one successful company they know and identify the 4 Ps they would have in their pitch.</p> | |

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| <p>Then the class watches between 4mins 10sec and 5mins 10sec of the video on Step 1.3 of the course, making notes on the 4 Ps of a pitch.</p> | |
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