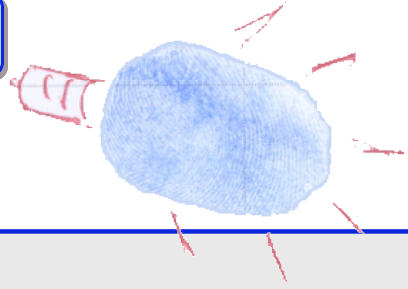


## Our Business

Year 10 Term 2 2006



### Nauru Curriculum Footpath

#### Personal Pathways

Living in a contemporary Nauruan community and preparing for its changes

Accepting responsibility for decision making and problem solving

Learning to learn through creatively using resources and learning strategies

Learning to work in new ways and creating new opportunities

Working with peers and others

#### Communication Pathways

Mastering literacy including the primary language

Mastering numeracy

Communicating using languages

#### Community Pathways

Respecting diversity and different ways of thinking

Thinking and acting as an agent of change in local and regional communities

Understanding local economic and political forces

#### Environments and Technologies Pathways

Applying mathematical and technological understandings

Creating and working with design technologies

### Suggestions and ideas for students and teachers:

Students should consider suggesting improvements to the business documents studied where this may be helpful to the source business.

Marketing is about making sure your product or service meets your customer's needs at a price they are prepared to pay.

Market research identifies possible customers and how much of your product or service they need. It involves collecting information from related businesses, surveys of potential customers to see who would use it, what price they would pay and what related needs might be met by a similar product.

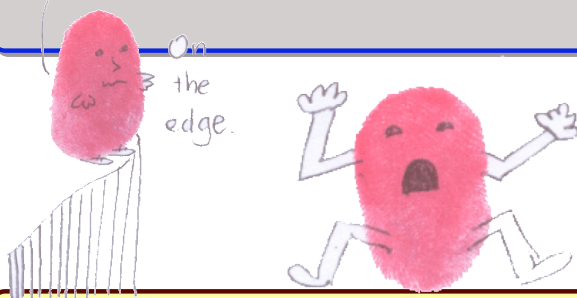
Product design involves redesigning or improving your product or service to do a better job of meeting customer needs.

Pricing explores the link between price and sales. High price may lead to lower sales.

Distribution involves placing your products in places convenient for your customers.

Promotion is getting the message across that your product is available and how it will meet the needs of all potential customers.

A business plan might contain, a description of the product or service, identified need, target market, pricing options, promotion, expected costs, sales/income, profit or loss in both short and long term. It will identify assumptions and explore best and worst case scenarios around those assumptions.



### Quality Features

#### High Quality

- A comprehensive business plan considering local and export opportunities with specific objectives justified by sound market research.
- Detailed analysis of all aspects of the proposed business activities.
- Attractive well designed practical business documents and well present product information.

#### Acceptable Quality

- An identified reasonable business opportunity.
- An identified viable target market.
- Simple business documentation or promotion.

### Task Rules:

Students work in small teams.

Students are to work with a collection of real business documents.

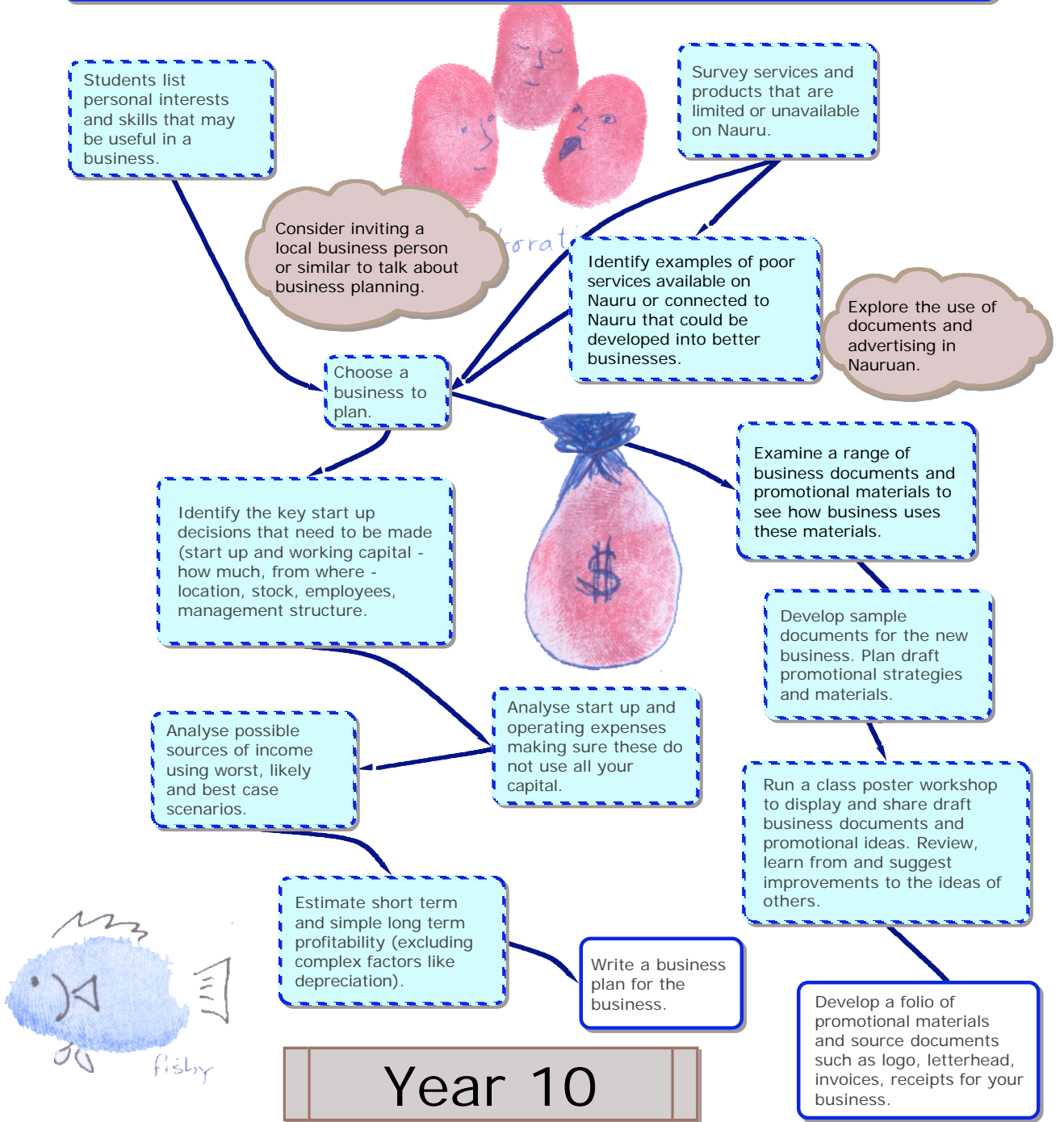
Grade: Group unless there is evidence to support an individual grade different to the group grade.

Year 10



**Our Business**  
Year 10 Term 2 2006

Students plan a small business that is viable on Nauru or as an import or export business for Nauru. They explore existing business looking for ways to duplicate or expand existing ones or identify new opportunities. In groups, they investigate the viability of their proposal conducting and analysing market surveys, exploring similar businesses and using other relevant measures.



**Year 10**