



CONNECT**2**COLLEGE

BUSINESS PRE-ENROLMENT RESOURCE PACK





Digital Business & Creative Skills Workshop



Interact with our teachers online!

Your school will have agreed dates with us to be online with you. We plan to have a fun interactive session. Please ask your teacher for further details!

On that day and time, simply [CLICK HERE](#) to join in with our interactive session!

Our employer partners..



Computing, Creative and Business projects can turn in to very successful businesses!

Can you identify which brands belong to who?



LET'S GET ENTREPRENEURIAL

- There were 5.8 million small businesses at the start of 2020
- At the start of 2020 there were 5.82 million small businesses (with 0 to 49 employees), 99.3% of the total business. SMEs account for 99.9% of the business population (5.9 million businesses).
- SMEs account for three fifths of the employment and around half of turnover in the UK private sector.
- Total employment in SMEs was 16.6 million (60% of the total), whilst turnover was estimated at £2.2 trillion (52%).

Now it's your turn!

Set up your own Digital Business – choosing from the following business ideas:

- Clothing (sports or general wear)
- Retail
- Food chain (I would like you to come up with your own brand)
- Technology (Smart phones, computer/laptops/tablets or games console)

1. You need to come up with a pitch, which means you need to tell us about your business.

2. You need to have a Business logo and a slogan e.g. Nike have a slogan 'just do it'

What type of business are you? Pick from the following:

- o Sole trader
- o Partnership
- o Limited company

You could present this on a professional Prezi, PowerPoint or Pinterest board.

You may need to research and explain the difference to your audience as part of your pitch.

Identify a location to start up your business and explain your reason on the chosen location.

3. Create a website that reflects all of the items listed in tasks 1 & 2.

As a class you can choose to all use Wix or another piece of software to make the website (We will help you).

As a class you can also choose graphics software to make your logos.

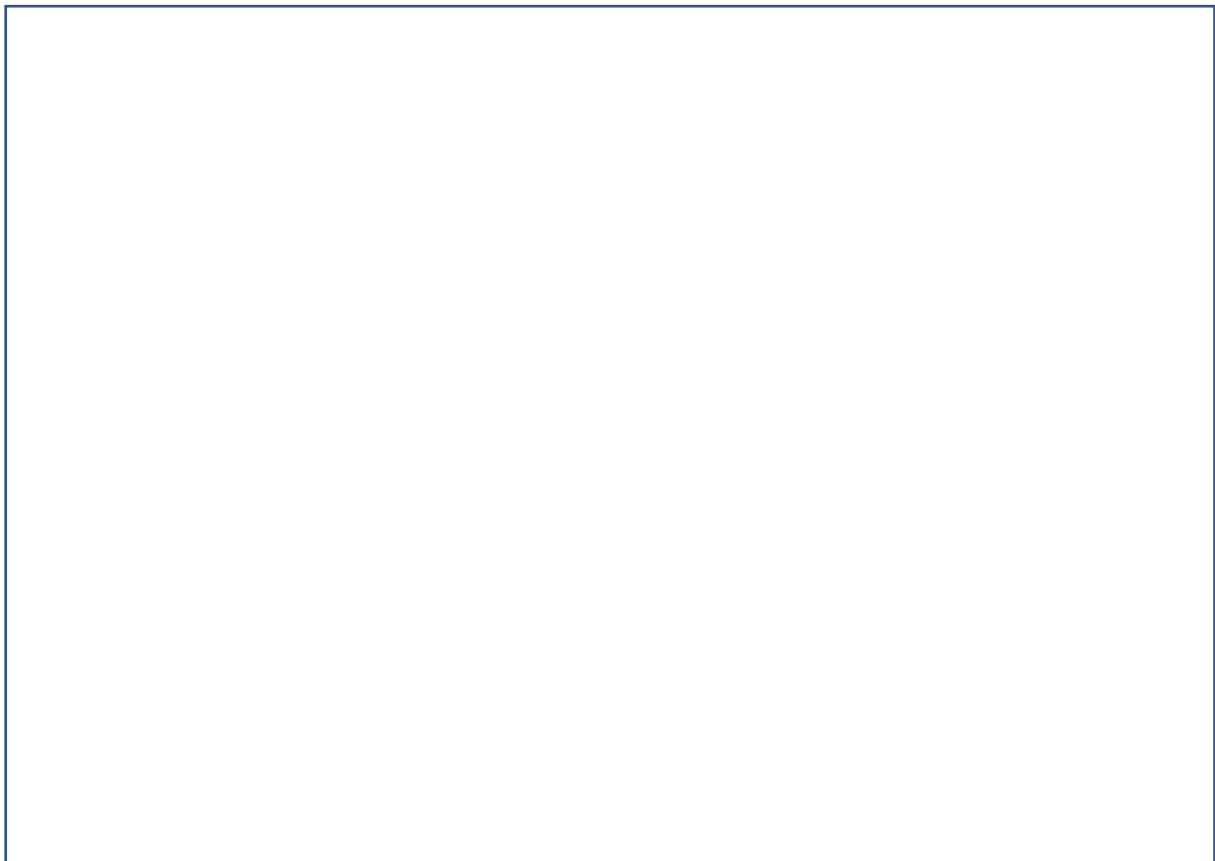
Please make sure that you give the right image out that reflects the roles, mission and type of company.

The business pitch & website which receives the most likes will win a prize!

Plan your individual ideas in the worksheets that follow and then share with your peers.

What's your digital business called?	What's your digital business selling point /offer (service)?

All successful Digital Businesses tend to have a logo, now it's time to make yours!



Who will buy it?

If you are going to be successful in the digital or traditional business world, you need choose a target market to aim your product/service at, for example if I we are using Adidas and we're looking to sell the next Yeezy trainer, your brand can be better known by those of a particular age.

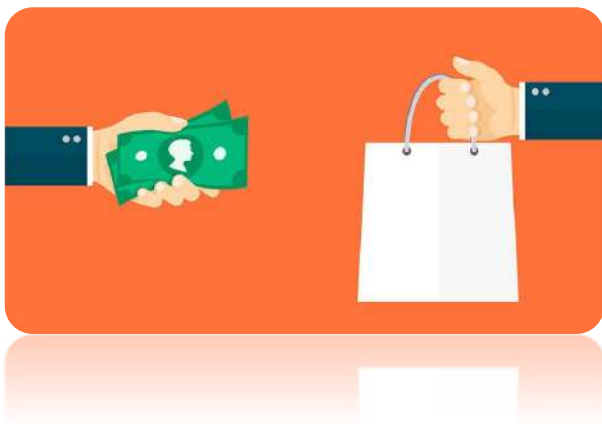
Adidas target market falls within the 20- to a 29-year-old age group who are athletes or are passionate about sports and this segment is considered as the strongest consumer market. The company is focused on targeting and strengthening its brand with the next generation of athletes in the 14- to 19-year-old age group



Who are you aiming your product at?

Where/How will you sell your product?

It's important to think about how and where you will sell your product/service, will you have a store, will you be purely online or you may just have an app – you could use all three.



Where will you sell your product/service?

Why do you think this is the best place to sell your product?

Well done!

You have started the foundations to a successful digital business and shown your creative, computing and entrepreneurial skills along the way! We will build upon these throughout your course!

It will be great hearing and seeing all these when you start with us in September, keep in the loop with all business, computing and creative news as it changes every day and there are some great stories out there!

Great Books To Read :

-Shoe Dog: A Memoir by the Creator of Nike

-The Hard Thing About Hard Things

-Zero to One

- Alex Ferguson: My Autobiography

Keep Up-To Date With Business:

- <https://www.bbc.co.uk/news/business>
- <https://www.independent.co.uk/news/business>
- <https://www.theguardian.com/uk/business>

Keep Up-To Date With Digital (Computing & Media):

- <https://digitalandit.jisc.ac.uk/>

Thank you!

We hope that you enjoyed it and look forward to building upon your skills in the new year!

Good luck with your current studies from both us and our employer partners!



For more news on Business, Computing & Creative Media events - please follow the department twitter account below.

All other social media and web content are that of The Manchester College and their main social media accounts. You can search for us on the ones listed below.

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