FINANCIALS AND MARKETING

Tell us your story!

ACTIVITY	TEMPLATES
What are business budgets? Budgets list items a business needs to spend money on (costs) and the amount of money the business might have coming in (income). Sometimes the amount of money coming in is already known (such as start-up capital) and sometimes the amount is unknown (such as projected sales). Business owners make sensible estimates about the number of sales they think they will make to check if their business is likely to make a profit. TASK: Create two budget documents: 1. Start-up costs budget 2. Projected profit/loss budget	• Start-up costs budget template • Projected profit/loss budget template • Start-up costs example (product-based business) • Start-up costs example (service-based business) • Projected profit/loss budget example (product-based business) • Projected profit/loss budget example (service-based business)
What's your story? Product, Price and People Marketing is not just about making sales and profit. It's about telling your story. **5 Ps of Marketing** The 5 Ps of Marketing is used to position the business within the market to meet the customers' needs. It helps the business to clarify the story it wishes to tell. The 5 Ps become the foundation of the business' marketing strategy. It will help the business to be different amongst the competitors and encourage customers to choose their business first. 	• 5 Ps of Marketing

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WATCH: Purple Cow introduction (1 mins, 18 secs) After watching the video have students brainstorm examples of marketing they have come across that have: – Made them stop and think – Made them talk to someone else about it – Made them want to find out more – Caused them to buy the product or service being marketed TASK: Your Business - In your business group, use critical thinking skills to draft a marketing summary for your business. Focus on the first three Ps (Product, Price and People).	
How to tell your story Promotion and Place. These two components of marketing set the scene for how the story will be told. *Idea for going further:* Creative Design on a Digital Platform Take your marketing a step further by creating a free account on Canva. Source: https://www.canva.com/q/pro-signup/ Canva lets anyone be a graphic designer for free! They have easy-to-use templates for whatever kind of marketing businesses need, including: – Poster templates – Social media posts – Brochures – Logo design – Business cards	• 5 Ps of Marketing

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