

Student 6 was a member of a business group called Curly Cords

Product:	Phone chargers for Samsung and iPhone cell phones
Cycle:	Selling over a two month period around the school and via a Curly Cords Facebook page
Community focus:	50c from each sale will be donated to SPCA
Business plan components:	Executive summary, mission and objectives, business values, target market, communications, stakeholders, marketing, competitor analysis, marketing mix, SWOT analysis, finance, operations
Business aims:	<ol style="list-style-type: none">1 To sell 120 units between 1 June and 31 July2 To sell the product widely through the college and wider community3 Create a good business reputation by having great customer service4 Always having high quality stock available for sale to our customers5 Meeting all customer requirements and expectations6 Making a donation to SPCA by the second week in August

Following secondary and primary research, a comprehensive business plan was produced. This was approved by the assessor prior to the commencement of the selling period.

The product was launched on 1 June.

A steady flow of sales was generated from the Curly Cords Facebook sales page. One group member was responsible for managing this page, and another for processing orders from the Facebook community.

The product was demonstrated around the school at least weekly. Order forms were delivered to form classes, with group members collecting these and processing orders once a week.

As issues were identified during the two month sales period, improvements were made to promotion methods, the order form and to the Facebook page. In mid-July the decision was made to reduce the price of remaining stock to try to clear all stock by 31 July.

At the conclusion of the selling period, 102 units had been sold.

Following the sales period the group members met to start the process of reviewing their business activity. Writing tasks were allocated among the directors. A group review was collated. This was submitted to the assessor, as were group members' personal reviews.