



Stage Three : Product Research
Duration: 1 Week
(21st November to 27th November)

In the third stage of the challenge the children will be required to identify their target market and begin their product research.

In order to develop their product ideas the children should:

- Identify the target market: What types of people will buy their product and consider their age, gender and lifestyle.

The children will need to conduct some product research looking at the best designs of commercial products and recipes. The children may do this in any way you choose to suit your school setting. This could be online, using catalogues or leaflets or conducting interviews. The children will then use this research to help them design a product that will sell well to their chosen market.

In choosing a design the children will need to consider:

- How much the product will cost to produce.
- Estimate how much people will pay.

Working in their teams the children should discuss their design ideas and begin to sketch and design their initial product ideas. The children will need to research the manufacturing of their product and will need to look at the costs of materials needed and charges they might incur. They will also need to look at how they will source their materials; they may order their materials online or they may decide to source them locally.

Children should document their research in a word document – they should include their ideas, designs, materials and costings and then share these documents on their Team Site Once they have set up their accounts in Office 365. Please see the ‘GEC: Helpguide ‘Using the Team Site’ for instructions on how to do this.

Children should also use Yammer to discuss their initial design ideas with their international partners.

If you have any questions about any of these steps please do not hesitate to contact Chloe, the project coordinator, cfarrant@gec.education

Stage 3	Product research	<ol style="list-style-type: none"> 1. Research ideas online 2. Sketch ideas/designs 3. Work out how to build/find recipes 4. Agree materials needed 5. Cost product build 	Word document with ideas, designs, materials and costings on company site	Discuss designs Information Sheet 3	November 21st to 27th 2016
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- Children will research their product. They may want to look on the internet, catalogues or conduct interviews.



Global Enterprise Challenge



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- The children will draw designs for their product.
- Children find out costs for materials and list what they need and how they will get their materials.
- The children will put all their information on a word document including research, designs, materials and costs. They will then upload this to their company Team Site.