

Generating business ideas

Assessment Task

Generate business ideas for manufactured goods (Group activity) (LO4 AS1)

1. Brainstorm ideas for manufacturing a product for the local flea market. List 20 ideas.

Brainstorming rules:

- Clearly define the problem you want to solve.
- There are no stupid ideas; all ideas are welcome even if they are crazy or shocking.
- Ideas will only be evaluated at the end of the brainstorming session.
- Make sure that nobody criticises or evaluates any idea during the session.
- Encourage all members to be enthusiastic and uncritical during the brainstorming session.
- Get everyone to contribute and develop ideas, including the quietest members of the group.
- Let people have fun brainstorming. Encourage them to come up with as many ideas as possible, from practical ones to impractical ones. Welcome creativity.
- Do not carry on with one idea for too long.
- Encourage people to develop other people's ideas, or to use other ideas to create new ones.
- Appoint one person to note down ideas that come out of the session. A good way of doing this is to use a flip chart.
- Study and evaluate your brainstorming notes after the session.

(Source: Adapted from <http://www.mindtools.com/brainstm.html>)

Group assessment checklist

Criteria	Yes	No
Our group held a brainstorming session according to the brainstorming rules.		
Our group could come up with 20 ideas for products to sell at a flea market.		
Our group enjoyed the brainstorming session because we could think creatively.		
Our group worked well together and encouraged everybody to participate.		

2. Mind-map all 20 of your ideas. Write each idea in the middle. Mind-map the following:

- a) Skills needed
 - b) Materials needed
 - c) Who is your target market?
- Compare your mind maps and choose the five best ideas.

Mind-mapping skills:

- A mind map helps you to organise your thoughts and ideas.
- You can use it to analyse and seek solutions to complex problems.
- Position the main idea of what you are thinking about in the centre of the page.
- Use lots of space so that you can add things later.
- Make the map your own; personalise it. Use different colours or different pens.
- Look for relationships between thoughts or facts you are writing down.

Group assessment checklist

Criteria	Yes	No
Our group held a mind-mapping session and mind mapped all 20 of our ideas.		
Our group could mind-map the materials needed for each of our ideas.		
Our group could mind-map the target market for each of our ideas.		
Our group could mind-map the skills needed for each of our ideas.		
Our group chose our five best ideas.		
Our group understands that it is responsible to evaluate our ideas before choosing one.		

3. Do a SWOT analysis of your five best ideas. Look at the example below.
 [2 x 4 = 8 marks for each SWOT analysis: 40 marks]

Look at Sibusiso's example of their group's candle making idea:

STRENGTHS	WEAKNESSES
One group member has experience in candle-making.	Limited time after school to make candles. Not enough money to buy raw materials.

<p>All members of the group have made products successfully before. All members of the group live close to each other.</p>	
<p>OPPORTUNITIES</p>	<p>THREATS</p>
<p>Earn good pocket money. Learn valuable business skills. The local flea market is popular.</p>	<p>We depend on the availability of parents for transport. Candles can get damaged if not handled carefully.</p>