

## ZORIN POST PUMP - BUSINESS STUDIES/MANAGEMENT

### Student Activity 1

Phil would be described as an entrepreneur. From the case study about the ZorinPump:

- (i) Identify the features that portray Phil as an entrepreneur
- (ii) Explain how the intellectual property system helped to support Phil in his quest to succeed as an entrepreneur.

### Teacher's notes Activity 1

Students are likely to identify the following features:

- (i) Number and diversity of ideas
  - Phil followed his ideas through to successful development and on to the market
  - Perseverance and time spent on developing the product
  - Awareness of the need to protect what he created
  - Vision.
- (ii) Enterprise and entrepreneurship would be impossible without the protection that intellectual property (IP) gives businesses. Entrepreneurs and innovators are able to carry out research and develop their ideas through to putting them on to the market, safe in the knowledge that they are the exclusive owners. Any copying of granted patents, designs and trade marks would be an infringement and illegal. This is particularly relevant for small businesses, which may have to involve outside agencies for financial and technical support, widening the sphere of people have access to the “secrets”.

## Student Activity 2

You are a marketing consultant. Phil has come to see you for advice on manufacturing and marketing the ZorinPump. Prepare a presentation for Phil to help him make his decision.

Try to consider:

- Where should he manufacture his product?
- What are the pros and cons of manufacturing the product in a particular place?
- How should he market the product?
- When is the best time to market the product?

You might like to work in pairs for this activity. Aim to present your work as a PowerPoint show, a website or a verbal presentation to the rest of your group.

## Teacher's notes Activity 2

In this activity the students would be expected to show the pros and cons of manufacturing the product in various countries. Students are likely to identify the following:

- Costings should obviously be one of the issues
- Quality control
- Having representatives/staff to oversee the production process overseas
- Consideration will also need to be given to marketing the product (ie how they will market the product and at what time in the process should they introduce the product to the market.)

## Lesson plan Business Studies/Management Suggested lesson structure [45 minutes/one hour]

### Lesson objectives

- For students to understand the factors involved when making businesses make pricing decisions.
- For students to apply knowledge on pricing decisions in a vocational setting.
- For students to understand the relevance of trade marks to pricing.

### Prior learning

- Students should have studied the four elements of the marketing mix and understand the role that pricing has when devising marketing strategies.

### Starter

- A brainstorm activity — what do businesses need to take into account when making pricing decisions? (students should be expected to include in their discussions issues such as: cost of production, likely demand, marketing objectives eg desired product position, cost versus quality, superior/inferior rivals, target market, brand image: for example, Tesco “finest quality products” and Tesco “own brand”).

### Main

- Refer students to the text on the ZorinPump.
- Students should work in groups to put forward explanations for they have chosen a particular marketing strategy for the product.
- Whole class discussion on the extent to which brands are prone to lifestyle and status symbol choices and the significance of that as a pricing factor. They should compare different trade marks and how that affects the price.
- Students should draw up an A4 poster advertising the pump, targeting consumers who would be likely to purchase the pump for its technical qualities.