



## 16. Sweet Pepper Designs

### Learning Objectives

- appreciate that money can be used to make money
- promote understanding that one's interests might be turned into a money making opportunity

### Learning Outcomes

- By the end of this lesson students will:
- have traced some of the key events which might affect a business
  - understood the power of planning ahead

### Vocabulary

- business plan
- selling
- merchandise
- diversify
- logo
- brand
- stock
- competition
- promote
- advertising

### Links to pfeg Financial Education Planning Framework 3-11 years

#### Age 7-9

**Understanding the important role money plays in our lives**  
Earning money

#### Age 9-11

**Becoming a critical consumer**  
"Value for money"

**Understanding the important role money plays in our lives**  
Links between work and money

### TIMING

### STARTER ACTIVITY

### RESOURCES

10 MINS

Watch the video and raise the following questions:

- What gives Pepper the idea for her business? (She makes a T shirt for herself and sees that others would like to have the same)
- What mistake does Pepper make the first time she tries to sell the T shirts and what does she do about this? (She charges too much first time and then cuts the price in half which is much more successful)
- What is something that really helps the business to make lots of money? (Pepper widens the range of goods she is selling – she diversifies and uses the power of advertising to promote her products)

Video: Sweet Pepper Designs



## Tasks

Some input/a reminder on the different types of graph or chart which might be used would be useful here

### TIMING

### MAIN ACTIVITIES

### RESOURCES

25 MINS

1) Ask students to sequence the events in the video. Play through the video again so that they can check the order of events and make adjustments if necessary. During the second showing of the video ask students to also keep an eye on the amounts of money shown in the pepper logo at the top of the screen. These show how profits rise and fall according to events taking place. Give each group a number of the small cards marked "Profits rise", "Profits fall" and "No Change" and ask them to place these next to each strip in the sequence they have already constructed. Talk about the pattern that this creates and how the business actually loses money before it starts to make a profit.

20 MINS

2) Using the information from the sequencing task ask students to construct a **graph or chart** showing the rise and fall in Sweet Pepper Designs' profits. Remind them before they start that their graph will need to show negative as well as positive amounts.

## PLENARY

5 MINS

Pepper creates a brand name and a logo – think up a catchy slogan which will help to boost profits even further (Limit this to five or six words)

## EXTENSION WORK WITH PARENT /CARER ENGAGEMENT

Pepper's brand name and logo help customers to identify a particular brand.

Ask students to come up with a brand name and a logo for a new range of ice cream.

Parent/carer can help the student study brand imaging for currently available products and discuss their effectiveness.