


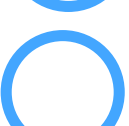
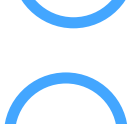
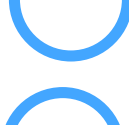



Complete each challenge to earn points and climb the business world.

-  Watch an episode of Dragons Den and create a summary about the business 4 points
-  Collect 3 pieces of packaging. Explain how the packaging protects the product, informs the consumer and attracts potential buyers 3 points
-  produce a poster to show the range of products of one global multinational business 2 points
-  Create 1 SMART objective for a local fast food takeaway, a national supermarket and a global car manufacturer 2 points
-  Collect chocolate bar or crisps packaging. Create a poster to show how chocolate bars are targeted at different market segments 2 points
-  Define USP. Select 3 businesses that have a USP and collect images to illustrate this. 2 points
-  Select an online shop and summarise how it carries out good customer service. 2 points
-  Take photos of 5 consumer durable goods and 5 consumer non-durable goods and create a poster 2 points
-  Find 2 different graphs showing economic data for the last 6 - 12 months. Explain what the data shows and its possible impact on business 4 points
-  Collect 3 adverts that show ethical business activities 2 points

Add up your points to see how successful you are in the business world.

Total points	
0 - 5	Start-up independent sole trader just about breaking even.
6 - 11	Managing director and major shareholder in a profitable private limited business.
12 - 19	Successful entrepreneur and winner of the 2025 <i>The Apprentice</i> .
20-25	Inspirational business guru and CEO of a major global multinational business.