

BRIEF

Manager

Your role is to help your team work together. Your financial backers want to know that you can make the right decisions and get every job done on time.

- Use the Manager's checklist on page 2 to make sure you don't forget anything.
- Each step has its own activity sheet. This will tell you what to do.
- Lead any team discussions and make sure each point is listened to, discussed and agreed.
- Help the other roles to work together and get their tasks done on time.
- Plan and lead your team's presentation.

Remember to use and share the information on on page 3.

What you are going to do

The team will go through the following steps:

- 1) Choose a location for your new business
- 2) Decide on a name and optionally, a theme
- 3) Agree on the equipment you will buy
- 4) Work out what you will sell, and how much you will charge
- 5) Decide on some creative ways to launch and market your business
- 6) Work out your start-up costs and make sure you are within your **budget**
- 7) Plan and deliver your presentation to your financial backers
- 8) Evaluate how you used your skills and worked together.

Each step is available as a separate activity sheet. The specific sheets you will need to use for your role are detailed on page 3.

You may also complete some additional tasks to explore planning ahead after your launch event.

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Manager's checklist

You've got to plan your costs and launch event in time to give a presentation at the end of the day.

Use this checklist to make sure you work as a team and complete each step. The ticks show when a role has some important information to share with the team.

If you're managing your team's time, write down your deadlines and tick when each step is complete.

	Manager	Consultant	Marketer	Finance	Deadline	Done?
Read your brief	✓					
1 Choose a location	✓	✓		✓		
2 Name your business		✓	✓			
3 Buy equipment		✓		✓		
4 Agree products and prices	✓	✓				
5 Launch and promotion			✓	✓		
6 Finalise your costs	<i>Work as a team to help the finance officer.</i>					
7 Your presentation	<i>Work as a team to plan and deliver your presentation.</i>					
8 Evaluate your team	<i>Evaluate yourself and your team.</i>					

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Manager's information

1 Choose a location

Location is really important for the café. You need lots of 'passing trade'. That is, people walking past each day that could choose to come in.

To let

Substantial empty shop in good decorative order. Has previously been used as a successful café.
Can accommodate seating for up to 40 customers.
Some equipment and furniture remains.

To let

Empty shop for rent on the High Street, about 100m from the railway station.
Previously a greengrocer's. In need of updating and redecoration.
Great potential.

Your visit notes:

The largest of the two, and is neat and tidy. No need to redecorate. It is tucked away on a quiet side street. The rent is the lower of the two. The equipment and furniture is a bit old.

In a great location, where lots of people will walk past. Slightly smaller – you think you could fit in seating for 30. Needs redecorating and all equipment and fittings. The rent is the higher of the two.

4 Agree products and prices

Using the consultant's suggestions plus your own ideas, your team should agree:

- 10 drinks
- 5 snacks
- 4 sweets / other

Make sure the team thinks carefully about what would appeal to your customers. Tick the boxes on the activity sheet to show your choices.

5 Launch and promotion

You want 100 people to attend your launch.

Make sure the team knows this so that you can agree on enough free samples to provide, and enough marketing to attract this number of people.