

BRIEF

Marketer

Your role is to help your team launch and promote your new business. Your financial backers want to know that your new business will succeed.

- Help the team to name your new business and think about its look and feel.
- Come up with creative ways to launch the business and encourage lots of people to attend.

You should also contribute to all team discussions and take part in your team's presentation.

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

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 2.

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

BRIEF**Marketer's information****2 Name your business**

Get your team to think about who your café is aimed at.

The name for your café is really important.

- Short names are easier to remember.
- You could use a 'pun' or funny play on words that relate to a café, coffee shop or snacks.
- If you have a theme, the name should link to this.

Your style or identity is shown in lots of ways: your decoration and colour scheme, your logo and what music you play. What would be right for your café idea?

5 Launch and promotion

You have researched the costs for a range of marketing ideas:

Idea	Price
Take out a half page advertisement in the local paper	£200
Design and print 500 leaflets to put through doors	£100
Design and print 500 business cards to give away	£150
Send a professionally designed email to potential customers.	£100
Email all friends, family and local contacts	Free
Have a local DJ in the afternoon of the opening day	£100
Have a band or group playing live for lunchtime on the opening day	£75
Extra decorations	£100
Local celebrity to attend the launch	£400

Explain to your team that they can use some ideas more than once, e.g. spend £200 for 1000 leaflets.

Use the template on the activity sheet to help your team write to a local celebrity.

You also want to send a press release to all local newspapers, TV and radio stations.

Use the template on the activity sheet to help your team write a press release.