

Year 6 Homelearning task

Week of the 8th June 2020

**LO – to produce an
organised pitch to sell a
product**

**DRAGON'S
DEN**

ENTERPRISE TASK



**This week, I have set a task that will enable
you to show your English, Maths, Art and
Design and ICT skills**

You will need to think of a product that you could design and sell – this could be...

A gadget to use in the house

Something to use in the garden

A tool to make life easier

Something completely unique that you have come up with

In completing this task, you will need to:

Choose a company name

Design a logo for your company/product

Choose your product – identifying your target audience

Research other ideas like this

Complete market research, if you can

Produce either drawing of the product or the actual product

Produce costings sheet, including cost of market research, materials, packaging, distribution, marketing as well as the recommended retail price.

Design the packaging and consider the lifespan of your product. Is it a novelty item that will be popular for a short time or could it have longevity?

By the end of the week, I would like:

A detailed powerpoint with your design ideas

Possibly a video pitching your product

An advert encouraging others to buy your product

You to consider in your costings, how much profit you will make.
For example, if your product costs £100 and 25% was for product manufacturing and distribution.

75% of the product value would be profit.

So, how many products would you need to sell to become a millionaire?!



I am the dragon!!