



# ENTREPRENEURSHIP

## Learning outcomes



Numeracy



Critical & Creative Thinking



Ethical Understanding



Personal & Social Capabilities



Literacy w

## STARTING A BUSINESS

### PRIMARY / SECONDARY

Before your visit, split up into small groups. Develop a business plan to start a Market stall:

- What is your idea?
- What will you sell?
- Who are your competitors?
- List your costs (expenses)
- List the items you will sell
- How many staff will you need?
- What is the retail price for your products?
- How will you promote your products? (flyers, social media...)
- What considerations have you made towards ethics and sustainability?
- Who is your competition?
- What is your point of difference?
- Design a logo for your stall

Write a two-minute pitch for the Adelaide Central Market General Manager (hypothetical) explaining why your stall would be an asset to the Market.

**Teachers:** this activity could lead into the school's Enterprise Day activities

## WHOSE JOB IS THAT?

### PRIMARY / UPPER PRIMARY

Visit the Market and list all of the different jobs that you can see and those you imagine are directly linked to the supply chain of Market operations (aim for at least 20 jobs). What kind of training / study would these jobs require?

**Teachers:** After the visit play a game of bingo with the students using their lists when back in the classroom. Each student takes a turn to read out a job and others tick theirs if they have the same. The student with the most jobs wins!

Have the students considered: customer service attendant, chef, electrician, cleaner, security guard, delivery driver, butcher, barista, grower, chocolatier, dairy farmer, farmer, distiller, winemaker, cheesemaker, smallgoods maker, operations manager, marketing manager.