



Erasmus+



NETRISE

Unit 3 The Change Challenge

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Change Challenge
Team Portfolio



THE CHANGE CHALLENGE

Unit 3

Change Challenge

Team Portfolio

Team Members:

_____	_____
_____	_____
_____	_____
_____	_____





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Our Portfolio Checklist



	Evidence	Completed
1	Product/Service Description	
2	Market Research Primary Evidence	
3	Market Research Secondary Evidence	
4	SWOT Analysis	
5	PEST Analysis	
6	Target Market and Unique Selling Point	
7	Logo, Slogan and Brand Personality	
8	4 Ps of Marketing Analysis	
9	Advert/Flier	
10	Digital Marketing Strategy	
11	Networking Strategy	
12	1 Minute Pitch	
13	Funding Strategy	
14	Record Keeping Strategy	
15	List of Policies and Procedures	
16	Mission Statement	
17	Business Plan	
18	Presentation/Slides and Delivery Plan	
19	Presentation Checklist (to be completed by your Facilitator)	
20	Presentation feedback from other teams	
21	Assessment Result and Facilitator comments	



THE CHANGE CHALLENGE



THE CHANGE CHALLENGE

1 Product/Service

Product/Service Name

Produce/Service Description



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2 Market Research Primary Evidence

3 Market Research Secondary Evidence



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5 PEST ANALYSIS

Political Factors	Economic Factors
Social Factors	Technological Factors

Actions/Observations:



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6 Target Market			
7 Unique Selling Point			
8 4Ps of Marketing			
Product	Promotion	Place	Price

**THE CHANGE CHALLENGE****9 Advert/Flier**

Sketch out your advert/flier below or insert it after this page if you have created it using software.



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10 Digital Marketing Strategy

Why are you using digital media to market the business?

What is your Target Market?

What platforms will you use?

1	Why
2	Why
3	Why

What content will you be posting?
(Give some examples)



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11 Networking Strategy

Who do your team members know already who could form part of your network?

What are you trying to achieve from a network?

Who else could you approach to become part of your network?

What methods could you use to further develop your network

1	Why
2	Why
3	Why

Set 3 actions below that you intend to take in the first 3 months.

- 1.
- 2.
- 3.



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12 1 Minute Pitch

	What to cover	Time
1	Introduction	20 seconds
2	Features/Benefits	20 seconds
3	Stand Out and Call to Action	20 seconds



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13 Funding Strategy

What will you need to spend money on to get the produce/service up and running?	Cost of each item £
1	
2	
3	
4	
5	
Total funding required	£
Where can you obtain this funding?	£
Bank Loan	
Family/Friends	
Own Savings	
Grant	
Overdraft	
Crowd funding	
Total	£



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14 Record Keeping Strategy

Items	How will you record them
i.e. customer details	

Now make a note of the approximate income and expenditure your business will have in each month.

Income	Amount	Expenditure	Amount
Total			

Software we will consider

Software	For what purpose?



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15 List of Policies and Procedures

Policy/Procedure	For what purpose?

16 Our Mission Statement



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Business Plan

Company Name:



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17 Business Plan

1 Executive Summary

2 Objectives/Goals

3 Product/Service

4 Market Research



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5 Competition

6 Marketing

7 Financial Forecasts

8 Ownership/Management



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9 Human Resources

10 Organisational Details



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18 Presentation Plan/Presentation Slides	
Introduction	
Your Product	
Your Branding	
USP	
Target Market	
Marketing Ideas	
Pricing	
Conclusion	



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Insert a copy of your Powerpoint slides after this page.

19 Presentation Checklist (To be inserted by Facilitator)



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20 Feedback from other teams



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21 Assessment Result (To be inserted by Facilitator)



THE CHANGE CHALLENGE

TEAM PRESENTATION ASSESSMENT

ASSESSOR NAME

ASSESSOR SIGNATURE

DATE

Preparation of Events	Satisfactory (comments)	Unsatisfactory (area(s) for improvement)
Does the introduction grab your attention?		
Are the main points in a logical sequence?		
Does the presentation flow?		
Is the concept explained?		
Is the evaluation explained?		
Is the plan explained?		
Is the conclusion explained?		
Is the presentation completed within the time-frame?		
Where this is a group presentation, does the entire group participate?		



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