



SimVenture *Learning Zone*  
**Entry Level Activities *Apprentice-2***  
***Teacher Notes***

1. Research	2. Product Design	3. Pricing	4. Marketing Promotions	5. Taking Control
<b>Learning Outcome</b>	Amend the Product Design in SimVenture to meet the expectations of the market			<b>Group Size</b> 2/3/4
				<b>Length</b> 15mins+

**Introduce the activity**

This activity requires the learners to amend the Product Design within the simulation in order to present an attractive offer with a competitive specification.

**Load the game – *Apprentice-2***

**Share the brief**

Direct the students to the *Game* menu button and ask them to select *View Scenario Briefing*. The briefing explains the tasks that they need to complete and the outcomes they can achieve if they are successful. It can be accessed at any time during the scenario for reference. Explain that the scenario runs for 6 months but that they can reload the scenario and start again if they experience major problems and time permits.

**Activity**

**Background Information**

This scenario already includes the Price, Selling Points and Marketing Promotions to ensure success within the Professional Services segment and these elements will ensure that it is fairly easy to generate orders and income. The learners take charge of the Product Design element, using the Market & Competition Research reports to inform their choices and looking to generate enquiries which will convert into orders. They can boost demand substantially by providing a high specification product but may find that component costs will severely restrict their profit margins. The challenge is to find a design that is attractive to customers but still provides a margin.

**Outcomes**

At the end of the activity each individual/group will be able to see the impact of their decisions and varying degrees of success. You may wish to view the different Product Designs and ask the learners explain their approaches and predict outcomes prior to running the months.

The supplied resource sheet provides space to record the data, make notes and provide written observations if required.

Resources	Essential	Scenario: <i>Apprentice-2</i>	Optional	Resource Sheets: <i>A2-1</i>
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*Apprentice 2 – Resource Sheet 1*

This table can be used to support in the process of designing your product in line with competitor and market research. By completing the table from the information provided within SimVenture you can easily make comparisons and identify where a mismatch might affect your success.

<b>Competitor product characteristics</b>		<b>Market characteristics</b>	<b>My product Characteristics</b>	
<i>Gather this information from the Competition Research report</i>		<i>Gather this information from the Market Research report</i>	<i>Enter your intended or existing product characteristics</i>	
Name:		Sector :	Name :	
<b>Product design</b>		<b>Sector expectations</b>	<b>Product design</b>	
Quality			Quality	
Performance			Performance	
Features			Features	
Style			Style	
<b>Price</b>		<b>Typical Price</b>	<b>Price</b>	
			<b>Selling points</b>	