



ENTERPRISE PROJECT



Dogs are the UK's most popular pets. Over one third of UK households own a dog and with owners spending in the region of £2,000 a year, the potential for businesses in this market is huge.

Your task is: To create a concept (idea) for a product or service aimed at the pet dog market.

Many products and services already exist, from food and treats, to toys and accessories and dog walking, pampering and dog sitting.

Your idea could be completely original or you could adapt an existing product or service idea which you feel you could improve.

At the end of day two, your team will present your work to our judges. You will need to convince them that your business idea could be a big success!

You have an A3 sheet which outlines many of the tasks you will need to complete as a team. We suggest you fill in this sheet and allocate roles and duties within the team and you may want to create smaller sub groups to work on specific tasks.

Communication will be vital across the team and the sub groups to ensure that everyone has a clear understanding of what the team is working towards and to ensure deadlines are met.

Successful teams will utilise the skills and strengths of all their team members. **Good luck!!**

Suggested format for the two days

(Break 11.05 to 11.20. Lunch 12.20 to 13.00)

Day one AM

8.45am Meet in the hall, find out project task and your team and room for the two days

Team discussion & research the pet dog market

Generate ideas for your product or service & vote/decide on your idea to take forward

Decide on team roles and duties

Day two AM

Continue to work in subgroups on the tasks assigned

Team meetings when required to assess progress

Work towards a 1pm deadline for all work to be complete

Practice team presentation

Day one PM

Work in sub teams on the tasks assigned to you

Team meeting by the end of the day to assess progress and plan for day two

Day two PM

1pm Teams to present to their judges in their base rooms and answer any questions