

Make the case lesson plan

Suitable for KS3 or KS4.

Before the lesson

- Arrange for a group of 'Buyers' to visit the class for the lesson plenary or on a different day. Ideally, you will need one Buyer per group. The buyers could be:
 - Buyers from a supermarket Head Office
 - Members of school staff
 - School Catering Manager
 - Independent shop owner
 - Local Supermarket management staff
 - School council or other students.

What you'll need

- Screen to share PowerPoint with class
- Student access to the following four Social Enterprise Powerpoint presentations, either printed or on tablets:
 - Divine Chocolate
 - Liberation Nuts
 - Café Direct
 - Zaytoun
- Internet access
- Flipchart paper for planning

Starter (10 mins)

Ask the class 'What is the purpose of a business?'

As a class watch ['Change the Goal: From GDP to the Doughnut'](#) by Kate Raworth.



Use 'Divine Chocolate: a case study of a social enterprise' Powerpoint slides to explain what is a social enterprise.

Explain that they will be researching one social enterprise as a group and will use their negotiation and persuasion skills in a role play task.

Activity A (40 mins)

Divide the class in to groups of 4-5 students. Ensure each group has access to one Social Enterprise Presentation and a sheet of flipchart paper to plan.

Using the information they have found about the company, they will then need to plan a pitch for

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one (or both) of the following scenarios:

- You are the Sales team for the company. Plan a pitch for a representative from a supermarket or local shop in order to persuade them to stock the company's product in their shop(s).
- You would like the company's product to be available to buy in your school. Plan a pitch for your Headteacher, Catering Manager or School Council to persuade them to stock the company's products in school.

The students may wish to use the company Powerpoint presentations for their pitches. They should cut down the presentations to a small number of slides and re-arrange the information in them for their purposes.

Plenary (10 minutes)

Each group should present their business to the 'Buyers' and persuade them to stock the company's product. This could be repeated with different buyers if time allows.