

# Topics for each team to discuss



**Managing Director: You should ensure all teams are communicating, working efficiently together to meet deadlines and oversee that each team is running smoothly.**



## Marketing Team:

- Market research
- What messages should we communicate to people about our product, place and price?
- How can we encourage people to buy our product?
- How can we promote our product – school newspaper, flyers, leaflets, packaging?
- How do we monitor customer satisfaction?



## Sales Team:

- Sales pitch
- How can we increase sales?
- How do we monitor customer satisfaction?
- Have we any unique selling opportunities?
- Motivate team to achieve more sales



## Production Team:

- Product design and purchasing of materials
- Production flowchart (to be discussed in session 5)
- Ensure quality products to guarantee customer satisfaction
- Keep costs to a minimum
- Deliver on time



## Events Team:

- Identify target audience
- Where and when will we have our sales event – venue, dates, times?
- Design trade stand and work with Marketing Team to best promote product
- Health and Safety assessment for event
- Record all sales and cash
- Organise rota for manning stand



## Finance Team:

- Produce a financial plan
- Monitor progress of all teams to ensure the business meets targets
- Agree price of product
- Record all financial transactions
- Keep all money safe