



Enterprising Maths

Your task is to design and advertise an Easter egg .

By the end of this task you will be able to:

- Manage money effectively
- Calculate a profit or loss for your product.
- Compare different retailers and source different contractors.

You will need to give a presentation about your product to a panel of retailers.



Task 1

Decide on your business name.



Task 2

There are a lot of different products on the market. Using the internet, research different products and make comparisons between them. Consider the following when doing your research: taste, design, volume, retail price, gender, age, and packaging.



Task 3

Write a business plan detailing all of your ideas, projections and overall aim. Think about your USP's. The standard of the business plan will determine the loan the bank will give you.



Task 4

Design your Easter egg, this must include ingredients and packaging. Build a template of your packaging and ensure it is big enough for the size of your egg. Think about width and height of your egg.



Task 5

Why is it important to budget? Look at budget, decide how much you can spend on materials and compare the different companies. Which company will make your egg?





Task 6

How much do you want to sell your Easter egg for? How does the price compare to similar products that are on the market?



Task 7

Now you have designed your product, you need to advertise it. How do you want to advertise your product? Decide how and how much money you can spend on advertising. Put together an advert for T.V. or radio.



Task 8

Considering how much you have spent all together on your product, how much are you going to sell your product for? How many do you need to sell in order to make a profit?



Task 9

Make a presentation about your product that will convince different companies to invest in your product.

Think about costs to produce and advertise, the design of the egg and packaging, the taste, the profit and advertising campaign.

Product List



Item	Price per unit
Dark chocolate (100g)	£0.33
White Chocolate (100g)	£0.33
Milk chocolate (100g)	£0.33
Silver spoon Icing sugar 500g	£1.00
Eggs pack of 12	£2.70
Food colouring (38ml)	£1.00
Sugar (fairtrade granulated 1kg)	£0.90
Butter (unsalted basics 250g)	£1.20
Vanilla essence (Madagascan 38ml)	£1.50
Caramel (397g)	£1.59
Smarties (4 x 38g)	£1.55
Popping candy	-

Sainsburys

Tescos

Item	Price per unit
Dark chocolate (100g)	£0.30
White Chocolate (100g)	£0.30
Milk chocolate (100g)	£0.30
Tate and Lyle Icing sugar 1kg	£1.88
Eggs pack of 15	£1.50
Food colouring (38ml)	£1.29
Sugar (Tate and Lyle 1kg)	£0.94
Butter (unsalted basics 250g)	£0.98
Vanilla essence – (Nielsen-Massey Pure Vanilla Extract 118ml)	£5.59
Caramel (397g)	£1.59
Smarties (3 x 38g)	£1.20
Popping candy (66g)	£1.65

Aldi

Item	Price per unit
Dark chocolate (200g)	£0.99
White Chocolate (200g)	£0.99
Milk chocolate (200g)	£0.99
Icing sugar (Tate and Lyle 1kg)	£0.75
Eggs (10 pack)	£1.15
Food colouring (38ml)	£0.89
Sugar 1kg	£0.99
Butter (250g of unsalted)	£0.98
Vanilla essence	-
Caramel	-

Smarties	-
Popping candy (142g)	£1.79

Large egg mould from Lakeland - £3.99

Large and small egg mould from GSC Import - £9.99

Large "cracked egg mould" from Cacao – £2.85

Other items such as packaging, other sweets etc are to be found by yourself. Use the internet, local shops and businesses to find these prices out.

