

# Timetable overview



Approximate timing	Tutor/facilitator	Production	Buyers	Technologists	Marketing	Suppliers
<b>Morning</b>						
10 minutes	Introduction to the activity. Show PowerPoint (10 mins). Divide class into groups and distribute briefs.	Introduction – watch PowerPoint.	Introduction – watch PowerPoint.	Introduction – watch PowerPoint.	Introduction – watch PowerPoint.	Introduction – watch PowerPoint.
30 minutes	Lead planning meeting with suppliers.	Leading discussion. Read briefs, decide roles based on skills.	Planning meeting. Read briefs, decide roles based on skills. Discussion and generation of ideas. Setting provisional budget. Making appointments with suppliers.	Planning meeting. Read briefs, decide roles based on skills. Discussion and generation of ideas. Setting provisional budget.	Planning meeting. Read briefs, decide roles based on skills. Discussion and generation of ideas. Setting provisional budget.	Read brief and Company cards. Research, formulation of persuasive sales pitch. Decision about minimum and maximum offers. Making appointments with buyers.
30 minutes	Visit different groups checking that they know what they are doing.	Responsibility for deciding on ingredients and production method, monitoring the work of the buyers and technologists.	Research, discussion of issues and priorities. Generation of questions to ask suppliers.	Research into suitability of packaging and label information and costs. Come up with recommendations based on agreed priority. Check with suppliers about food safety.	Identify target audience. Decide on product name and provisional brand identity.	Interviews with technologists to answer questions on food safety/chemicals used. Continue preparing sales pitch.

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<b>Morning continued</b>						
30 minutes	(Optional – give out event cards/newsflashes)	Research into production methods.	Interviews with suppliers (5 mins max). Discussion with other buyers. Make recommendations based on interviews.	Discussion with production about decisions and with marketing about label information.	Decide options for promoting product at three different prices within original provisional budget.	Interviews with buyers. Final decisions about prices.
20 minutes	Visit different groups checking they know what they are doing.	Work together to decide on final product and budget.				Sealed bids to buyers. Respond to any relevant newsflashes.
20 minutes	Run debrief for suppliers.	Preparing short presentation about production methods and budget balance.	Final negotiations with suppliers. Decisions about supplier. Completion of accounts.	Preparing short presentation about final packaging recommendations.	Prepare a short speech for the presentation on your proposed marketing strategy.	Final negotiations with buyers. Discussion with other suppliers – debrief about process.
30 minutes	Facilitate presentations.	Presentation of proposals to other groups.				
20 minutes	Debrief.	Class discussion. Debrief.				Suppliers to vote on proposals (optional).

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Afternoon						
10 minutes	Show PowerPoint presentation	Introduction – PowerPoint presentation.				
10 minutes	Provide pack of resources for display activity and brief for afternoon activity. (Optional - audio-visual equipment, computer access.)	Planning, deciding marketing strategy, dividing up into groups to produce campaign.				
50 minutes	Visit different groups checking that they know what they are doing.	Preparing display materials.				
40 minutes	Allow 10 minutes to set up their display. Ensure that each group has an equal amount of time for their presentation.	Setting up display and presentation.				
	Debrief.	Vote (optional). Debrief.				