

## Work experience project #1

Project challenge	Find three new overseas markets for the company's most profitable product
Purpose/outcome	Helps the student understand the difference between profit and production levels, enables them to understand marketing techniques and business segregation and familiarises them with the company's products
Age/suitability	14 + (including undergraduate), individual or teams
Route	Academic, vocational, work-based
Skills it will develop	Research, communication
Knowledge it will develop	Company knowledge, marketing strategies
Skills it requires	Online searching
Project Duration	1 week +
Business Exposure	Production, Marketing, International, Sales
Process	
Day 1	Introduction to the company Who's who Introduction to the company's products, components, manufacturing process, etc
Day 2	Analysis of current market for products (who buys it, how often) Produce report identifying most profitable product
Day 3	Start considering countries for proposal Research into countries, gathering information, Summary feedback to W/E manager
Day 4	Continue research, thinking about threats/ risks and opportunities Decide on three countries
Day 5	Create presentation, including justification for selected companies Presentation to senior staff in Production, Marketing, International, Sales, and Work Experience Manager
Staff time over week	Production Manager ñ 5 hours Marketing Manager ñ 5 hours International Manager ñ 2 hours Sales Manager ñ 2 hours