OK, team!

You have approximately 30 minutes to complete a project.

Within this project, we will need you to:

1. Create a sports brand.
2. Design a sports top.
3. Choose how you are going to make your shirt and what you are going to sell it for.
4. Pitch your idea to us, as to why we should choose yours.

Okay … so now , within the groups, we need you to allocate yourself jobs in the group.

Each team will need:

1. One Team Leader – making sure that every task is being completed on time and at high quality. The Team Leader is also in charge of delivering the presentation at the end.
2. One Designer – designs the kit.
3. One Shopper – in charge of buying the materials. Chooses which materials to use.
4. One Accountants – has to work with the Shopper and work out how much they have to spend on each kit.
5. One Head of Shipping – in charge of deciding whether things are made in the UK or overseas.

When choosing what things are important to prioritise, these are a few things that customers look for when looking to buy a new kit:

* The kit is waterproof
* The kit is good quality
* The kit is made in the UK
* The kit is cheap
* The kit is easy to wash
* The kit is comfortable

List these things in order or important and design your kit from there.

Extra information:

* T-shirts require 1m2 of material
* You start with a budget of £10,000

So everyone … your 30 minutes starts ……….. NOW!

|  |  |  |
| --- | --- | --- |
| **POLYESTER*** It lasts a long time and wears well.
* It causes people to over-heat.
* It can be washed and doesn’t stain.
* It is not as comfortable.

**Cost**:Highest price - £2 per m2Lowest price - £1.80 per m2 |  | **COTTON*** Natural and sustainable
* It keeps people cool
* It is not as easily washed and stains easily
* It is comfortable.

**Cost**:Highest price - £2.50 per m2Lowest price - £2.20 per m2 |
|  |  |  |
| **MADE IN THE UK*** Creating 3,000 British jobs
* Good press
* Easy to visit the factory
* Good working conditions

**Cost**:Wages - £0.50 per t-shirtShipping cost - £0.02 per t-shirt |  | **MADE OVERSEAS*** Creating jobs overseas
* Bad press
* Cannot visit the factory
* Poor working conditions/child labour

**Cost**:Wages - £0.01 per t-shirtShipping cost - £0.30 per t-shirt |

An expensive shirt = £3.02

A cheap shirt = £2.11

These are the things that the customers say are important to them.

Prioritise the statements to help you make your decisions:

The kit is waterproof

The kit is good quality

The kit is made in the UK

The kit is cheap

The kit is easy to wash

The kit is comfortable