

15 January 2019

Dear Parents

Tenner Challenge

As part of the national Tenner Challenge programme, we are offering pupils studying GCSE Business the opportunity to take part in this exciting programme. Working individually or in groups, pupils will be given £10 and their challenge will be to make as much profit as possible in a 4 week period.

The challenge will take place between **Monday 4 March and Friday 29 March 2019**.

How it works

- Pupils will register with me that they wish to take part and confirm their team members
- Pupils will brainstorm possible products or services
- Pupils will carry out market research to agree a final idea and establish a team name and business plan
- Pupils will be able to enter various national competitions throughout the challenge
- Pupils will be able to ask for support, source and buy materials, plan their selling events and prepare their sales pitch
- Pupils will create their marketing plan to maximise sales
- Pupils will calculate profits and payback their loan plus £1 legacy

If pupils wish to take part, they simply need to register their interest with me and collect a Student Pledge IOU form, which will be brought home to be signed by one parent in each group.

Any profit made can be kept by pupils, or they may decide to donate it to a chosen charity – the choice is theirs.

This project is an ideal opportunity for developing entrepreneurial and creative thinking skills, problem solving abilities and communication. The only limit is what pupils place on themselves.

Once I have received pupil names and the Student pledge IOU form, I will make arrangements to distribute their £10.

If you have any questions, please do not hesitate to get in touch.

Yours sincerely

Mr C Germaine
Business