



### Material IO4\_3\_1:

## Can you do something we can't!

A Student Company has to present itself to the outside world so that customers can get to know the company and what it offers. What action have you taken so far to market your Student Company? Are there possibly marketing tools that you could use to promote your Student Company at school or even outside of school?

Think of ...

- Advertising films
- Radio ads
- Homepage
- Banners
- Social media



Figure IO4\_3\_1\_1: Homepage of Student Company *yNot*

Developing these advertising tools requires specialist knowledge, e.g. of graphic programs or tools to create website. Perhaps you possess this knowledge.

If not:

1. Think about whether you know anyone from another school who has this knowledge. Ask whether they could support the Student Company!

You can, for example,

- a) support a Student Company employee interested in technology, computers, computer programs to learn about new programs.
- b) receive an order, e.g. to develop a homepage for a Student Company or create a banner

Note down any people who would be eligible.

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2. If you don't know anybody personally, then prepare an advertisement describing who you are looking for. Put it up on a noticeboard at school or distribute it via social media.



## Material IO4\_4\_2:

### We train new employees

Long-term existence of a Student Company requires “new” students to be trained.

Consider as a starting point what the new employee has to know about the Student Company.



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- The student already probably knows the name of the Student Company and the logo.
- Does the student know the legal status of the company? Explain to the student what legal status means and how important it is for a Student Company.
- Product range: Does the student know all of the products and services which you offer to the customers?
- You will be able to present the structure of your Student Company best through an organisational chart. Then describe briefly the responsibilities for each department.
- It is worth explaining at this point how you prepare your offer and how you bring your products and services to the customers. A practical example can fill an abstract organisational chart with life and explain work processes.
- Decide whether you provide the new student your business plan developed prior to setting up the Student Company. This business plan contains all of the important considerations of your business idea. Perhaps the new student brings new ideas (e.g. extending the product range?), worth talking about in the team.
- Then go and introduce the tasks which the new student will take on. Name the student's tasks and describe them.

**Tip:** Prior to the meeting with the new employee, create a checklist for yourself in which you list the tasks that the new student is going to do. To accomplish this, you can use the table from Material IO4\_4\_1. It will allow your meeting to flow in a more structured manner and ensure that you do not forget anything.

If you have already created a PowerPoint presentation, go through this presentation and check whether it is appropriate for a general introduction for the student and may be included in the presentation of the Student Company.