



A48 Designing sales material



This is a great activity for all ages and curriculum links. The idea is to design leaflets, plant labels, banners and anything else that will help sell produce and plants. This generates valuable funds for developing your school garden. It is very important to produce good sales materials, but they don't have to be complicated or formal. This activity has guiding tips.

Resources

- Produce/plants to sell
- Materials including labels, paper, cardboard, pens, computer, laminating pouches, laminator, etc. Reuse materials if possible

Activity

- 1 For every item to sell, decide and prioritise what you need to tell the customer, eg price, who grew it, logos, how to grow, etc.
- 2 Decide the best material to use and where to locate it, eg with each plant, display board, etc.
- 3 Design your sales materials. Link with art, design, and information technology subjects.
- 4 Test out your sales materials and improve for next time round.



Simple and quick, hand written label with minimum information. It's all you need, because this is supported by keen pupils giving growing advice, ie personal service.

Extended activities

- 1 Design sales material that includes stories from pupils about growing a crop. Include photos of pupils standing next to the plant. This brings a personal angle to the sale. This helps secure the sale and perhaps even a higher price!
- 2 Investigate how retailers design sales material, eg visit garden centres, local markets, supermarkets, clothes shops, grocers, etc. What ideas can you adopt and adapt?

Health & Safety	Ensure adult supervision when handling materials. <i>See also Health and Safety Guidelines (Section SG1.2)</i>
Further information	A49 Generating business ideas G2.3 Displaying and selling G2.4 Developing business enterprise