

A Note to Teachers



The main objective of this 45-50 minute lesson is for students to develop a basic business vocabulary and then begin generating ideas for their pizza business.

Materials:

- [Discussion Prompts](#) (optional, as teacher reference)
- [Fast Food Restaurants Case Studies](#) and [Venn Diagram](#)
- [Pizza Shop Business Planning Booklet \(Google Doc\)](#)
- Create a “Things to Consider” chart for students to post thoughts along the way

NOTE: Student Resources can be found and used individually during each lesson and stage or as a single doc for the STEMterprise project. You may choose to print a student booklet and should consider reviewing this [Student Resource Packet](#) doc as an option. The Business Plan has not been included in this resources and should be printed separately.

Additional Vocabulary Resources have been developed for use as appropriate. Check out our [STEMterprise Grade 5 Vocabulary](#) list and a [Jeopardy](#) game using similar vocab.



Tip! If you anticipate having students complete their work on paper, consider using folders to keep their work together. Using one coloured folder per business group will help identify the groups until they decide on business names.

Expectations



Transferable Skills: Innovation, Creativity, and Entrepreneurship

- Develop concepts, ideas, or products for the purpose of contributing innovative solutions to economic, social, and environmental problems
- Demonstrate leadership, initiative, imagination, creativity, spontaneity, and ingenuity

Language

B2.2 understanding a variety of words; acquire and use vocabulary explicitly taught

C1.3 Recognize text patterns such as compare and contrast, and text features associated with text forms, and explain how they help readers understand the meaning

Agriculture/Agri-Food Themes

- Begin to understand where food comes from and that farms are businesses



Stage 1 Lesson 2: Pizza Business



Learning Goals



We are learning...

- Basic business vocabulary
- What a product value is
- To decide what value(s) we might like to add to our products

We will work in groups to develop ideas for a pizza business!



Business Connection

How will this learning help our business?



WE ARE HERE
Lesson 2 of 4



Stage 1
Starting a
Business

Stage 2
Food & Our
Body

Stage 3
Market Research
& Business Plan

Stage 4
Food Systems
& Farming

Stage 5
Create & Pitch

The Challenge!

Ontario students and teachers need an exciting and delicious new lunch option.

Your challenge is to design a pizza that will fuel students' bodies for learning!



Are you up
for the
challenge?

Pizza Business Ideas

What kind of pizza business would you like to open?

Think about...

- Who could your customers be?
- What kind of pizza will you offer?
- Where (at school) could you sell it?
- When could you sell it?
- How could you make it? Package it?
- How much is a reasonable price to charge?

Product

A **product** is anything that satisfies a customer's need or want.
Your product will be a **healthy lunchtime pizza**.

When designing a product, businesses need to make sure they stand out from their **competitors** and offer something new and exciting.



Competitors

Let's check out the [Fast Food Restaurants Venn Diagram](#)

1. Select a text you would like to read

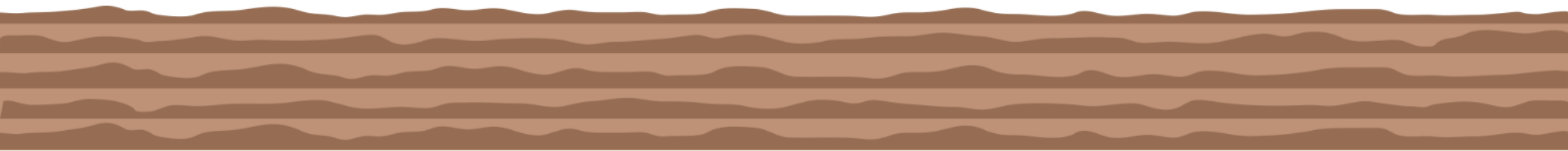
[Burger King vs McDonald's](#) **or** [Domino's vs Boston](#)

[Pizza](#)

1. With your partner, fill in the Venn Diagram to find the similarities and differences between the restaurants.
2. What is the product in each of these examples?
3. Which restaurant do you prefer? Why?
4. What stands out to you?

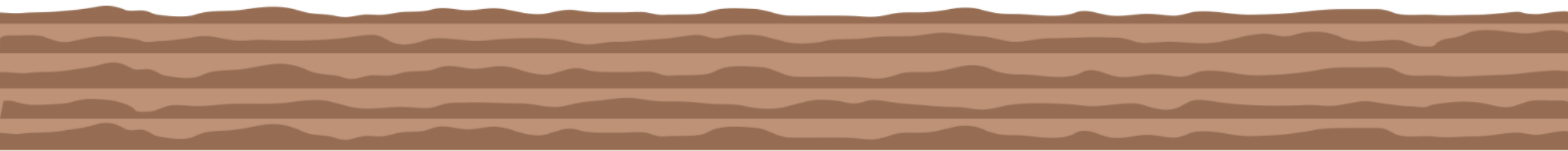
Product Values

A product value is the most important thing about the product that makes it unique or makes people want to buy it.



Product Values

- Affordable
- Tasty
- Healthy
- Convenient (time, location)
- Nice atmosphere
- Friendly staff
- Kid-friendly
- Your idea...



Action: Business Planning

STEMterprise Stage 2:
Pizza Shop Business Planning Booklet

Name: _____



Our business group - put your team member names here:

BUSINESS PLANNING

To make a business successful, you need a solid plan! Think of business planning like a map that shows how you will reach your goals. Business plans can include details and strategies to success.

In your STEMterprise plan, your team will decide:

- **The Basics:** Your pizza business name and your business ideas.
- **The Customers:** Who will want to buy your product - your "target market."
- **The Buzz:** How you will advertise and what makes your product special.
- **The Costs:** How much will your pizza cost? How will you cover your costs?

Each page is a new topic for your team to talk about and decide on. This is a "working document," which means it isn't finished yet! You will keep coming back to it to add new ideas or change things as you learn more.

Guiding Principles:

- everyone on the team has strengths,
- kindness, respect and listening to each are essential,
- collaboration, effort and positivity will help your team have fun!

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STEMterprise Stage 2:
Pizza Shop Business Planning Booklet

Name: _____



List your product values

A product value is the most important thing about the product that makes it unique, or makes people want to buy it.

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Working in your business group, use your Pizza Shop Business Planning Booklet to guide your discussions.

Wrap Up

What about this project are you
looking forward to?



Check In – What's Next?





Career Connections



Pizza Business Concepts

Who can entrepreneurs do to for money?

I help customers get the money they need for their business.

I try to understand peoples' financial situation and determine how much money we can loan them.

I monitor the status of money we've leant out and make sure the best interests of our company are being considered.

