

Stage 1 Lesson 3: Market Research



Choose a case study to read. Think about what Market Research the students had to do for their business. Imagine you are part of their business.

What market research would you need to do? Write the case study title and your market research ideas in the squares.

Case Study		

Case Study Options:

Hope Blooms	Biz Kids - Colouring Books
Biz Kids - Earrings	Biz Kids - Indigenous Scarves to Scrunchies
Pizza or other businesses in your community:	
<i>For schools with access to YouTube - Check out Learning About Ag with Mady</i> Mady Adamson is a fifth-generation Saskatchewan grain farmer. She is passionate about education, especially spreading awareness about agriculture. In April 2021, she started "Learning About Ag with Mady" on various social media platforms. She believes it is essential to tell the story of where food comes from in a way that is accessible and easy to understand for various audiences. Mady believes that the entrepreneurial mindset has helped her grow significantly and expand the audience she can communicate with. Beyond the videos and online posts, she has been invited to various public speaking opportunities and collaborations. One important partnership she has developed is with a local company that helped her create merchandise with her logo. Mady has chosen to donate all proceeds from the products to Stars Air Ambulance as she is committed to their life-saving mission for those living in rural areas. Her story continues to be an inspiration to other students and she is a PowerPlay ambassador through our Youth Advisory Council. <i>This information is from PowerPlay, Young Entrepreneurs on the Rise</i>	