The Box 

**You have been given this cardboard box.**

**How are you going to turn it into a profitable product?**

Your task is to turn this box into a product that will make a profit. You can do anything to it: redesign the packaging, put things inside it and so on. The box itself costs 8p.

You must:

* Write a brief plan (a minimum of 1 page) including:
* What the business will do or sell (Product)?
* The benefits and features of your offering?
* Where you intend to sell it (Place)?
* How you intend to get it to your customers?
* Who your customers will be?
* How your business will be different from its competitors (its USP)?
* How you plan to target potential customers (Promotion)?
* How you will price your product/service (Price)?
* The profit you think you might make on each offering/item?

Get your thinking caps on and good luck!

Some ideas that you cannot steal!

