The Business Advisory · Teacher sheet

GCSE D&T · AQA 3.1.1 new and emerging technologies · application lesson · 50 minutes · works solo

The idea

Each student is a business adviser. Design and manufacturing businesses bring real decisions about technology, enterprise, people and sustainability. Students recommend a strategy from the Strategy Cards, explain the benefit, and weigh up its impact on people, society or the environment.

How the clients work

Students do at least two Bronze clients first, then any order.

Print (per student)

- Strategy Cards (pages 2–3). Can be shared or laminated.
- Client Board (pages 4–5), double-sided.
- Advice Report (pages 6–7), double-sided.

Running it

1. **5 min:** PowerPoint to the worked example (a bakery's robot icing machine; not on the Client Board).
2. **30 min:** students work alone: two Bronze first, then any order.
3. **10 min:** students mark their OWN report in green pen using the answer slides.
4. **5 min:** totals and ranks. **The Audit:** anyone claiming Senior Adviser or Managing Director brings their report to you.

Fees

Bronze £100 · Silver £200 · Gold £300 · Platinum £500. **Full fee** = right strategy named + benefit linked with **so…** + one impact on people, society or the environment · **Half fee** = right strategy, weak explanation · **£0** = wrong strategy · **+£50** = a sensible drawback or risk named.

Ranks

£0–399 Trainee Adviser · £400–899 Adviser · £900–1,599 Senior Adviser · £1,600+ **Managing Director**

Several briefs have more than one defensible answer: accept any strategy that genuinely fits and is justified.

Strategy Cards (1 of 2)

Use these strategies in your recommendations. Every one has benefits AND drawbacks.

Strategy	Area	What it means	Benefits	Drawbacks
Trade unions	Industry	Organisations that represent workers on pay, conditions and safety.	Fairer treatment, retraining deals	Can slow change; strikes
Robotics and automation	Industry	Machines doing work people used to do.	Fast, accurate, 24/7, safer for dangerous jobs	Job losses; high set-up cost
Privately owned business	Enterprise	A business owned by individuals, not the government.	Owners control decisions	Owners carry the risk
Crowdfunding	Enterprise	Many people each pay a small amount online to fund a new product.	Money before production; proves demand	Must deliver; idea can be copied
Virtual marketing and retail	Enterprise	Selling and advertising online (websites, social media, apps).	Reach customers anywhere; low cost	Delivery costs; strong competition
Co-operatives	Enterprise	Businesses owned and run by their members, sharing profits.	Fair, shared decisions	Slower decisions
Fair Trade	Enterprise	Certification that producers get a fair price and decent conditions.	Ethical; customers trust it	Higher prices
Finite / non-finite resources	Sustainability	Finite run out (oil, metal ores); non-finite can be replaced (managed timber, cotton).	Choosing non-finite is sustainable	Some non-finite need land and water
Technology push	People	New technology leads to new products (e.g. the first touchscreens).	Innovation, new markets	Users may not want it

Strategy Cards (2 of 2)

Use these strategies in your recommendations. Every one has benefits AND drawbacks.

Strategy	Area	What it means	Benefits	Drawbacks
Market pull	People	Users' needs and wants lead to new products.	Demand already exists	Competitors may copy
Changing job roles	People	New technology changes the skills workers need.	New skilled jobs	Retraining needed; some jobs lost
Inclusive design	Society / culture	Designing for everyone: elderly, disabled people, different faiths and cultures.	Bigger market; fairer	Can add cost
CAD / CAM	Production	Computer-aided design and manufacture.	Accurate, fast, repeatable, easy to edit	Expensive machines; training
Flexible manufacturing system (FMS)	Production	Computer-controlled machines that switch quickly between products.	Many products, little downtime	High cost
Just in time (JIT)	Production	Materials arrive exactly when needed; little stock is held.	Less storage and waste	Any delivery delay stops production
Lean manufacturing	Production	Removing waste of every kind from production, continuously improving.	Efficient, low waste	Needs whole workforce on board
Planned obsolescence	Design decisions	Designing a product to fail or go out of date so people buy again.	More sales for the maker	Waste, landfill, uses finite resources
Design for maintenance	Design decisions	Designing so parts can be repaired or replaced.	Longer life, less waste	Can cost more to make

Client Board

Do at least two Bronze clients first. Write the client's name on your report.

Bronze

Mug Life — BRONZE £100

“I make mugs by hand. I want to sell to customers all over the country without opening a shop.”

IdeaSpark — BRONZE £100

“I have invented a clever bike light but have no money to make the first 500.”

Cocoa Kind — BRONZE £100

“Customers want to know the cocoa farmers who supply us are paid fairly.”

OakWorks — BRONZE £100

“Robots are arriving in our furniture factory. Workers want a fair say in pay and retraining.”

Silver

AutoParts Ltd — SILVER £200

“We must make many different parts on the same machines and switch between them quickly.”

DailyBread — SILVER £200

“We throw away flour that goes out of date in our store room.”

FixPhone — SILVER £200

“We want customers to repair our phones, not throw them away after two years.”

StrideWear — SILVER £200

“We want designs drawn on screen to go straight to the cutting machines.”

Client Board (continued)

Gold

LeanLamps — **GOLD £300**

“We want to cut waste from every step of production and keep improving every month.”

BrightHome — **GOLD £300**

“Our customer survey shows people want desk lamps that can also charge their phones.”

ToyBox — **GOLD £300**

“New robot arms will replace 20 packing jobs. Advise us: what are the effects?”

QuickKettle — **GOLD £300**

“We design kettles to fail after 2 years so people buy new ones. The council is worried. Advise us.”

Platinum

StepSure — **PLATINUM £500**

“A start-up making a smart walking stick for elderly people: fund it, design it for its users, and choose a way to make it.”

TrendThreads — **PLATINUM £500**

“A clothing brand wants to follow fast-changing fashion trends but be more sustainable and ethical.”

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Advice Report Name: _____ Mark in GREEN pen

Example: *Recommendation: crowdfunding · so… the inventor gets money before making anything · impact: early backers become loyal customers · risk: the idea could be copied.*

Client	My recommendation	So… (benefit)	Impact on people / society / environment	Drawback or risk	Fee £

Advice Report (page 2) Name: _____ Mark in GREEN pen

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TOTAL EARNED: £_____ Rank: Trainee Adviser · Adviser · Senior Adviser · Managing Director (circle)