



# Teaching Business

## A Level and GCSE Resources

Pairs Activity

Topic: The Role of Business Enterprise

GCSE Edexcel Business (9-1)

Teacher Instructions:

**Two Product Comparison:** Use the PowerPoint to show images of two similar phones. Tell the pupils that the newer version features an improvement based on customer feedback, such as an enhanced camera.

**Feature List Comparison:** Next to each phone image, list the basic features of the original product and the added feature(s) in the updated product that meet specific customer needs.

Example:

Old	New
<p>64mb Camera</p> <p>128gb Storage</p> <p>6.8" AMOLED Screen</p> <p>Snapdragon 888 5G Processor</p> <p>3500 mAh Battery</p>	<p>128mb Camera</p> <p>256gb Storage</p> <p>6.9" OLED Screen</p> <p>Snapdragon 8 Gen 3 Processor</p> <p>5000 mAh Battery</p>



## **Activity: Role-Play in Pairs**

### **1. Set Up the Scene:**

- Assign roles in pairs: *Customer* and *Business Owner*.
- Distribute prompt cards with “customer wants” statements to each customer, such as:
  - “I want a phone that takes great photos in low light.”
  - “I need a water-resistant phone.”
  - “I’m looking for a phone with long battery life.”

### **2. Task for Customers:**

- Each customer reads their prompt card and shares their “need” with their partner, the business owner.
- Encourage students to add extra details about why the feature is important to them (e.g., “I love taking pictures at night,” or “I’m tired of charging my phone so often.”)

### **3. Task for Business Owners:**

- The business owner responds by brainstorming a product idea that could meet the customer's need, using features that a business could realistically offer (e.g., “We could add a low-light camera mode to our next phone model”).

### **4. Group Discussion:**

- After role-play, ask a few pairs to share their conversations with the class.
- Discuss how understanding customer needs helps a business design products people want to buy.

## **Differentiation:**

- **Support for Lower Ability Students:**

- Provide simplified prompt cards with visual icons for “battery,” “camera,” “durability,” and “price.”
- Offer starter phrases to help students, such as “I need a phone that....”

- **Extension for Higher Ability Students:**

- Challenge higher-ability students to think about additional ways the business could meet customer needs (e.g., “Could you add more storage options?”).
- Invite them to discuss the benefits and challenges of implementing their ideas.

## **Teacher Notes:**

- **Objectives:** This activity emphasises the importance of customer feedback in product design. Students practice communication and role-playing to simulate business-customer interactions, understanding how customer needs guide business decisions.
- **Timing:** Allow 3-4 minutes for role-play in pairs and 2-3 minutes for group sharing.
- **Materials:** Prompt cards, visuals comparing product features, and a whiteboard or screen for group discussion.

## PROMPT CARDS

“I want a phone that takes great photos in low light.”

“I need a water-resistant phone.”

“I am looking for a phone with a long-life battery.”

“I want a phone that is priced under £800.”



“I need a phone with a long-lasting battery.”



“I need a phone with a great camera.”



“I need a phone that is splash-proof.”



“I need a phone that isn't very expensive.”