

Module 4.2 Enquiry 3: Making an entrance

Learning outcomes	
1	To develop an understanding of the factors which make a market contestable.
2	To use this understanding to make decisions about businesses that are likely to work in the context of contestability.

Resources	Student sheet plus Nuffield Investigations.
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Time	1hour 30 minutes over two sessions plus homework.
Running the activity	<p>This activity builds on the Activity 4.1.4, Tesco's strategy. Students brainstorm reasons why the supermarket business is difficult to enter and then use the data in Nuffield Investigations to back up their ideas. A report can be used to formalise the findings.</p> <p>To show that they can then use the ideas, students are then asked to work in groups to develop an idea for a business in the food industry. A presentation could be used to present their concept and explain why it would work in the context of the market. Likely ideas will be niche products with scope for development. The Covent Garden Soup Company would be a good model.</p>

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Life is hard enough for all the big names in the supermarket business but there is an even tougher question for anyone who wants to enter the food business. How can I get in?



Work together to decide why it is so difficult to enter the food business.



Go to Nuffield Investigations to find out more about the business in order to create a report which explains why the supermarket business is so difficult to enter.



You are really determined to make your mark in the food business. You will have already shown why setting up a supermarket is likely to be an impossible challenge. What should you do and why? Work together to create a proposal for a new food business. Explain what it does and why. Demonstrate clearly why you think you can find a place in the market and why you think your business will be a success.

*This document has been downloaded from the Nuffield Economics and Business website
www.necb.org*