Assessment Task: Generating business ideas

Generate business ideas to improve your community (Group activity)

Read the information on brainstorming below and do the exercises that follow.

Brainstorming rules:
- Clearly define the problem you want to solve.
- There are no stupid ideas; all ideas are welcome, even if they are crazy or shocking.
- Ideas will only be evaluated at the end of the brainstorming session.
- Make sure that nobody criticises or evaluates any idea during the session.
- Encourage all members to be enthusiastic and uncritical during the brainstorming session.
- Get everyone to contribute and develop ideas, including the quietest members of the group.
- Let people have fun brainstorming. Encourage them to come up with as many ideas as possible, from practical ones to impractical ones. Welcome creativity.
- Do not carry on with one idea for too long.
- Encourage people to develop other people’s ideas, or to use other ideas to create new ones.
- Appoint one person to note down ideas that come out of the session. A good way of doing this is to use a flip chart.
- Study and evaluate your brainstorming notes after the session.

(Source: Adapted from http://www.mindtools.com/brainstm.html)

1. Brainstorm ideas in your group of how you as a class can run a business in your local community. The business must satisfy a need in the local community and it must make money for your class. Examples of ideas are:
   - Lift scheme
   - Grocery shopping
   - Caring for the elderly
   - Childminding

2. Evaluate your brainstorming notes. Choose the best idea and present your idea to the class. Motivate why you think it is a good idea.
## Suggested Solutions

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<tr>
<th>Question number</th>
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<th>Solution</th>
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| 1               | None           | Look at Rafiq’s answer:  
The ideas our brainstorming could come up with are:  
Curry-and-rice sale  
Bake sale  
Dinner and dance at school  
Childminding after school  
Doing shopping for people who are housebound  
Selling raffle tickets with sponsored prizes |
| 2               | None           | The evaluation of the ideas that Rafiq wrote down:  
Curry-and-rice sale – been done too often and does not fill a specific need in the community  
Bake sale – does not fill a need in the community  
Dinner and dance at school – fills a need for entertainment in the community, but might not attract enough ‘customers’  
Childminding after school – good idea, great need  
Doing shopping for people who are housebound – good idea, great need, transport could be a problem  
Selling raffle tickets with sponsored prizes – does not fill a need in community  
Idea chosen: childminding after school. There is a great need for this in the community, not only for parents who both have to work, but also where the mother wants to go shopping in the afternoon. |