

# FURTHER GO



  
Barnet  
Southgate  
College

Business and Travel

HeadStart



## The School of Business Industries

*Welcome to the School of Business Industries, we hope you find your time here both interesting and educational. We run a number of courses within the school from BTEC courses in Business and Travel & Tourism, Computing to Accounting & Finance including AAT Sage Accounting and Basic Bookkeeping courses.*

*Our activities today are directly related to the Olympic 2020 in TOKYO ( Due to COVID 19 TOKYO 2020 will begin on Friday 23<sup>rd</sup> July 2021 and Ends on Sunday 8<sup>th</sup> August 2021)*



On the laminated card in front of you, there are 4 different activities that relate to the Olympic 2020 games. Please complete these tasks independently.

**THE FACULTY OF BUSINESS/TRAVEL**

## Activity 1



Your task is to design and create a new brand of chocolate bar to be launched ready for Olympic in 2020. Cadburys, a large UK sweet and confectionary manufacturer are looking for new and innovative ideas for a new low fat, healthy, eating chocolate bar to be aimed at the teen market. The product needs to be developed ready for the event.

You have been asked to think about the following tasks working independently:

- Think of a new brand name for the new chocolate bar – examples of other Cadbury's brands include: Flake, Crème Egg, Dairy Milk, Time Out and Twirl
- Next think about a catchy slogan or memorable phrase to help the new brand stand out – an example of an existing slogan is 'Its not for Girls' used with the Yorkie chocolate bar
- Draw a supporting logo for the bar – an example of a famous logo is the Nike Swoosh



- Finally, describe the contents of a new TV advert that could help advertise the new bar – looking at the use of music, famous people, images, etc.

## Activity 2



Millions of visitors go to Japan each year and hosting the Olympic Games will attract even more people.

Most people will choose to stay in Tokyo during the Games but this is an excellent opportunity to promote other less popular tourist destinations within the Japan for overseas visitors.

Select one city other than Tokyo that you feel you would like to promote and produce an A4 poster which will display the main attractions.

Within your poster you should include the following:-

- **Key visitor attractions**
- **A fun slogan**
- **Any other aspects of the destination that would appeal to visitors, i.e. your top 10 reasons to visit.**

Pictures and images will help improve the presentation of your poster so use the internet to research your destination and to find eye catching material.

**Remember!** When designing a poster you should always consider what would attract you to a particular destination. For example, think of posters and adverts you may have seen that have caught your attention.



### Activity 3



To keep the audience interested and entertained throughout the Olympic Period. The Olympic officials want you to create a MobilePhone App for the Olympic. The App should consist of

- Map for the Olympic village
- Names of the Athletes taken part in the games
- An idea of your choice

## Activity 4



Keeping in budget is a vital part of planning and creating a successful business.

The Olympic officials would want a spectacular opening ceremony but they are quite concerned about over spending. Knowing that London Olympic Opening Ceremony cost £27M and Beijing Olympic Opening Ceremony cost £65M

The budget for the Tokyo Opening Ceremony has been capped at £46M

Using calculator give an estimated costing for the following:

**Security**  
**Food and Drink**  
**Transport**  
**Promotion**  
**Performers**  
**Equipment**

**Remember!** the person that will present a realistic cost saving budget will be awarded the contract.