

CEW – Student Evidence

JA Be Entrepreneurial, Session 4
CEW Academic Standard: 13.4.11.C

11th grade

In Session 4 you worked in a group to develop competitive advantage for your venture. List 2-3 of your group's ideas. Which do you think was the most successful and why?

Name: _____ **Date:** _____

Introduction

Time

5 minutes

Activity One

Time

10 minutes

Key Term

Competitive advantages: The expectations and behaviors of a business that set it apart from its competitors through improvements in quality, value, or delivery.

Competitive advantages also can be called core business values.

Teaching Tip

As an alternative delivery, consider posing the correct responses on the board as a word bank.

Presentation

Introduction

Greet the students, and distribute the Student Workbooks and Table Tents.

Ask the students to turn to Page 10 in the Student Workbook and review the diagram titled Elements of a Successful Startup. Remind them that the elements listed are essential to start and maintain a successful entrepreneurial venture.

Also on Page 10 in the Student Workbook, point out the section titled On Your Own Activity. Remind the students that additional information, activities, and podcasts are available online that are specific to each session's topic. The Web addresses to these links are included in the activity. Remind the students that the online material is to be reviewed outside of the session time.

Explain that during this session they will begin to develop a specific competitive advantage for their product or service.

Activity One

Competitive Advantages

Tell the students that once an entrepreneur decides on a product, he or she must develop its **competitive advantages**. A company has to offer some positive variation of the business that would make customers choose its product over those of its competitors. For example, a business owner might decide to sell a new variation of a common tool. Ask the students what a company could do differently that would give it a competitive advantage. As another example, ask them to consider a line of cosmetics. There are hundreds of make-up products on the market. Would they choose to make an inexpensive item and sell it to retail chains or produce one that is expensive and sold on the Internet directly to customers?

Point out there are three ways a business can change its product to gain a competitive advantage: It can change the quality, value, or delivery. Continuing the cosmetics example, ask the students if they would rather produce an inexpensive make-up line to be distributed to discount stores or high-quality, expensive products sold only through select distributors? They might also choose to produce and sell to a smaller, specialized cosmetics market, such as movie companies, acne patients, or others with unique needs.

A company also could gain a competitive advantage in other ways. For example, it could offer unique incentives to employees to increase the quality of a product, or it could provide exceptional customer service to its market.

Once a competitive advantage is determined, that element must be the focus of the business. This focus must become a consistent priority throughout all aspects of the business. For example, if a product is to be economical, then great effort must be taken to keep its cost low.

Tell the students they now will learn how to select competitive advantages for their business. Ask them to turn to Page 11 in their Student Workbook.