

FLASH CHALLENGE FEEDBACK FORM

Flash Challenge Name	Business in a Box
Sponsor	Peter Jones CBE
Date of Review	27/11/18
PJEA Name	Nottingham Girls' Academy
Students	Damanjot Kaur, Ramandeep Sandhu, Aaminah Rehman , Inayah Iqbal, Mahdiyya Ahmed, Khadija Imtiaz
Judging Criteria	Profit made, creativity (in concept/rebranding/reselling), presentation slides

Congratulations! You have been selected as **this year's winner for the Business in a Box Flash Challenge**. Below, is some general feedback on your work. In addition, we have picked out some of the enterprise capabilities, experiences and areas of knowledge we feel you have evidenced as part of this task. Well done and good luck with the next Flash Challenge!

Congratulations to the Sweet Lovers team for making a fantastic profit of £245.67 profit. Across the Peter Jones Enterprise Academy network, you turned in the second largest profit but we thought your approach to the challenge showed a higher degree of creativity and better quality of presentation than most of the other entries. We thought the idea of selling different food products was a clever one, giving you a broader appeal to different target markets. Another thing that really came across in your presentation was a strong sense of team. We were impressed that you had gone so far as to delegate roles for this task and also that you have taken the time to reflect on the learning experience and the skills you put into practice. Finally, we liked your branding – a really strong piece of work all round. We did wonder whether you could have had a clearer pricing strategy and possibly offered some incentives for bulk purchases but from a relatively small investment, you made a very impressive profit and overall, your team did a brilliant job.

Being creative	✓	Market research		Financial awareness	✓
Problem solving	✓	Business planning		Digital aptitude	
Aiming high	✓	Launching an enterprise		Economic and business understanding	✓
Staying positive (resilience)	✓	Pitching		Understanding pathways and the world of work	
Listening and understanding	✓	Trading (buying and selling)	✓	Being employable/backable	✓
Presenting		Project Management	✓	Understanding the enterprising mindset	✓
Working in a team	✓	Budgeting	✓		
Leading	✓	Evaluating business performance	✓		