

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

*Project partners will have to produce real life case scenario learning objects, related to the video interviews*

*Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.*

*Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.*

Title of the learning object	<i>Website Development – Deborah Breen</i>
Thematic area	<input type="checkbox"/> <b>Development or improvement of the company website</b> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://youtu.be/mG5XYFsThqw">https://youtu.be/mG5XYFsThqw</a>
Description of the context	<i>Deborah is starting her own business within the textiles sector, creating products using unique fabric patterns creating by individual designers rather than mass-produced.</i>
Practical activity to be performed	<ol style="list-style-type: none"> <li>1. <i>Review the video to find out more about the company and their requirements</i></li> <li>2. <i>Consider the company is a start-up and looking for advice on how to progress with their online presence</i></li> <li>3. <i>Develop a plan for the company bearing in mind their product and their need to keep costs to a minimum as a small start-up business</i></li> </ol>
Results to be achieved	<i>One plan detailing an online presence recommendation covering the key elements in the interview (storefront, access to third party site for sales and sales processing)</i>
Guidance and suggestions	<i>Remember that start-ups have little additional funding therefore the costs will likely be the defining factor whether the client accepts the plan or not.</i>
Mistakes to avoid	

