***Can you turn a cardboard box into a profitable product?***

Over the last few years we have seen more and more monthly subscription boxes coming to the market; these include popular subscriptions such as Graze boxes, Glossybox and Birchbox. However, it doesn't stop there. It seems we consumers will buy anything that comes in a monthly subscription box, including DIY Craft boxes, gaming boxes, boxes with treats for our furry four legged friends and even alcohol products.

Students must **design this box, write a short business plan** and **create a business pitch** that they will **present** to the rest of the class during the week of sixth form in september.

**Daunting? Yes.**

**Challenging? Yes.**

**Fun? Yes!**

**Let your creativity run wild!**

I suggest you complete some market research into what is currently available to help you come up with some ideas.

If you are not sure what should be in a Business Plan look on Bank websites for some ideas as to the content.

Dragons’s Den will give you an idea of what a Business pitch should look like.

http://www.glossybox.co.uk/

https://www.birchbox.co.uk/

https://www.graze.com/uk

<https://www.hellofresh.co.uk/tasty/>

KEEP YOUR PRESENTATION TO 5 MINS MAX. YOU’LL NEED TO KEEP IT CONCISE AND LEAVE THE DETAIL TO THE BUSINESS PLAN. BE AWARE OF THE DETAIL THOUGH AS YOU’LL FACE A GRILLING DRAGON’S DEN STYLE.