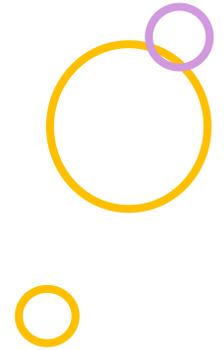


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EMWOSE
women from ethnic minorities in social enterprise

The logo features two stylized human figures in orange and red above the text. The text 'EMWOSE' is in large, bold, sans-serif letters, with 'EM' in red, 'WO' in orange, and 'SE' in purple. Below it, the tagline 'women from ethnic minorities in social enterprise' is written in a smaller, purple, sans-serif font.

SUSTAINABILITY

Module 7

Please also read the article and the manual
for complete explanations



PRACTICAL EXERCISES AND MULTIPLE CHOICES

MODULE 7 SUSTAINABILITY

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ACTIVITY 1: PRODUCT INNOVATION 1

Activity	Resources	Time Assigned	Outcome
<p>1. Each participants will answer a question below. - <i>What is innovative 7Ps in marketing?</i></p>	<p>Paper and pen for each participant</p>	<p>15 min.</p>	<p>Participants are evaluating a "Seven P Formula" to evaluate and innovate your 7Ps and other business activities.</p>
<p>2. Each participants will answer a question below. - <i>What is the strengths and weaknesses of your SE products (services)?</i></p>	<p>None</p>	<p>15 min.</p>	<p>Participants are evaluating the strengths and weaknesses of their SE products (services).</p>
<p>3. Discuss the above questions 1 and 2 in pairs (partners): What is your partner's unique selling point (USP)?</p>	<p>None</p>	<p>20 min.</p>	<p>Participants need to evaluate each other's products (services) and find each other's USP.</p>

ACTIVITY 2: PRODUCT INNOVATION 2

Activity	Resources	Time Assigned	Outcome
<p>1. Each participants will answer a question below. - <i>What are the core products or services of your SE?</i></p>	Paper and pen for each participant	15 min.	Participants are listing their products or services in order of importance in terms of how much revenue is generated.
<p>2. Each participants will answer a question below. - <i>Can you find your nearest competitors?</i></p>	None	10 min.	Participants are contemplating: how to design an innovative product (service) to compete with the competitors.
<p>3. Discuss the above questions in pairs (partners): Can you renovate your partner's products (services) to make them newer or more attractive to clients?</p>	None	25 min.	You are required to challenge others as to why this type of innovation does or does not work. This exercise is also known as an innovation challenge.

ACTIVITY 3: MARKETING-MIX INNOVATION 3

Activity	Resources	Time Assigned	Outcome
<p>1. Each participants will answer a question below.</p> <ul style="list-style-type: none"> - Could you design an innovative product or an innovative process or other for your SE? <p>Please repeat the exercises for designing other INNOVATIVE 7Ps (product, price, promotion, place, physical evidence, people and process).</p>	<p>Paper and pen for each participant</p>	<p>15 min.</p>	<p>You are required to find everyday examples of marketing-mix innovation to share among your group.</p> <p>An example: Amazon's success stems from its place (channel) innovation.</p>
<p>2. Discuss the above questions in pairs (partners):</p> <p>Can you evaluate your partner's innovation?</p>	<p>None</p>	<p>30 min.</p>	<p>You as a critical friend should explain why you believe the innovation will succeed or fail.</p>

Additional Tutorial Exercises

The previous exercises can be applied to any of the 7Ps

Create a scenario of SEs that struggle to survive because of competition and lack of funding.

**Give one piece of blank paper to all participants and ask them to write an idea for solving the problem.
(10 MINUTES)**

**When a participant receives the blank paper, they should build on the ideas already written.
(10 MINUTES)**

**At the end, the ideas should be shared within the group.
(10 MINUTES)**

Multiple Choice QUESTIONS - 1

Which of the below statements best describes 'innovation'?

- a) **Creating a new product packaging for your clients (Physical Evidence).**
- b) **Providing a better processing system for your social enterprise (Process).**
- c) **Giving customers a discounted price so they buy more of a particular product (Price).**
- d) **Creating a new product that has never existed before (Product).**
- e) **Modifying existing service delivery (Process).**
- f) **Modifying new promotions for the public, to attract more clients (Promotion).**

SUGGESTED ANSWER: QUESTION - 1

The key to innovation is that it must involve a new product added to the market.

This can be applied to all of the 7Ps: product, promotion, process, people, price, place and physical evidence.

However, new is used as a relative term here; there needs to be comparisons made with other companies, social enterprises and competitors.

The best answer is (d) because of the words 'never existed before'.

Multiple Choice QUESTIONS - 2

Of the words listed below, which best describes an innovator who is likely to make social enterprises more sustainable?

- a) Dedicated**
- b) Humorous**
- c) Consistent**
- d) Educated**
- e) Hard working**
- f) Inquisitive**

SUGGESTED ANSWER: QUESTION - 2

In order to make social enterprises more sustainable, you need to be a dedicated person to continuously strive to innovate, as well as have other characteristics, such as humor and wealth, and be educated and hard-working.

However, 'inquisitive' (f) is considered the best answer, as an innovator is always questioning reality to find innovative products, services and processes, among other things.

Answer a question: Can you think of something to innovate – a product or service not yet available on the market?

Multiple Choice QUESTIONS - 3

What is required to make a SE firm more sustainable in the long term, particularly when faced with heavy industry competition?

- a) Always promoting the company to end consumers.**
- b) Consistently offering discounted prices to the public, to encourage loyalty.**
- c) Frequently changing to create better processing systems for the public.**
- d) Always listening to consumers' feedback and wish lists.**
- e) Consistently seeking to improve their technology.**
- f) Consistently striving to find new ways of doing things and thinking of new ideas relating to all the social enterprise firm's activities.**

SUGGESTED ANSWER: QUESTION - 3

Similar to the previous pedagogic question, all answers are extremely good indications that a social enterprise firm is implementing the correct strategy.

However, the best answer is (f) – always devising new ideas and finding new ways to do things (being innovative) relating to all the firm’s activities, particularly the firm’s 7Ps.

Multiple Choice QUESTIONS - 4

Which aspect of the 7Ps should a SE firm include in its innovation strategy to make the firm sustainable in the long term?

- a) Pricing – because the lower the price, the more end customers will buy.**
- b) Promotion – because promotion creates public awareness.**
- c) People – because all businesses start with people as they the ones at the forefront, dealing with customers.**
- d) Process – because all clients prefer to have a shorter and more efficient process rather than a lengthy bureaucratic one.**
- e) Physical Evidence – because the public always want to feel safe and see evidence of the firm’s service and performance.**
- f) Product – because products and services are the heart of any business, or the reason for a business’ existence.**

SUGGESTED ANSWER: QUESTION - 4

This multiple-choice question relates to the second learning outcome.

There is no best answer; the answer depends on the social enterprise's core activities and units.

Each social enterprise has its own characteristics relating to the 7Ps. For example, several social enterprise firms offer advisory and legal services. These enterprises need to focus heavily on people strategy and process strategy more so than the other Ps because they deal with clients every day, advising them through their staff (people strategy) and their paperwork (process strategy).

Other social enterprise firms sell and teach arts and crafts, so they need to make product and service quality (product strategy) as their innovation focus.