



## Schools plc Timeline Scenarios

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Introduction	Market research	Final idea	Production	Posters	TV adverts	TV adverts
Form companies		Product costing		Flyers	Production	Production
Design Logo		Make prototype				
Company rules		1st evaluation				
Ideas						
4 ideas						
Introduction	Ideas	Market research	Final idea	Make prototype	Production	Production
Form companies	4 ideas		Product costing	1st evaluation		
Design Logo	MR questions					
Company rules						
Intro	Final idea	Posters	TV adverts	TV adverts	Selling	
Form companies	Product costing	Flyers	Production	Production	Evaluation	
Design Logo	Make prototype	Radio Advert			Feedback	
Company rules	1st evaluation					
4 ideas	Production					
MR questions						
Market research						

10 Weeks
14 Weeks
6 Weeks

Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
Radio advert	Selling	Evaluation and				
		feedback				
Posters	TV adverts	TV adverts	TV adverts	Radio Advert	Selling	Evaluation
Flyers						Feedback

These scenarios are guidelines only. Flexibility is the key word, see how it goes and adjust accordingly!