

Cardiff Enterprise Skills Challenge

Pharmabees Competition





Enterprise Skills Training Challenge - Benefits to Participants

- Young People will get the opportunity to take part in a real-life enterprise challenge supported by Cardiff University and their business partners.
- Young People will be encouraged to develop skills which are very important to employers in: design thinking, innovation, soft skills, team work, presenting, and communication.
- University students and the Grangetown Youth Forum will be able to exchange ideas and support each other while creating closer links to business leaders and the St David's shopping centre.
- Lecturers, students, and mentors can use the project to complement any business skills training. The challenge will focus on enterprise, market research, the marketing mix (Product, Price, Promotion, Place), how to differentiate your products, packaging, etc.
- The winning team gets the opportunity to receive expert advice and trade as a business, selling their product at St David's, Cardiff.

Enterprise Skills Training Challenge - Context

We want to work in partnerships across Wales to promote the value and importance of cohesive communities and connecting the unconnected.

Our 'Pharmabees Sustainability Programme' leverages research, innovation, inclusion, and enterprise initiatives to work with residents and students. We want to showcase the value of using an holistic approach to remove barriers to skills which supports the Well-being of Future Generations (Wales) Act 2015 to improve the social, economic, environmental and cultural well-being of Wales.

We believe as you do, that upskilling residents and growing enterprises which future-proof and leverage diversity, and greener environments is a current, evolving and urgent issue that local authorities, business and academic leaders need to be actively involved in shaping.

Enterprise Skills Training Challenge - Overview

To launch our new Cardiff University social enterprise - BeeWellbeing Ltd - we are running an enterprise challenge to engage students and young people with work readiness, and enterprise skills. We hope that we can help to remove barriers and create pathways for young people to gain business and soft skills training that is valued by local employers.

Enterprise Skills Training Challenge - Schedule

The competition will have multiple stages of interaction and young people will be challenged to create a brand identity for a new Pharmabees lip balm product to be sold in a 'pop-up' shop designed within the St David's Shopping Centre in Cardiff.

Working in teams, Cardiff University students and young people from Grangetown Youth Forum will be challenged to design a brand and marketing plan for their product focusing on their skills in business, pricing, research, social media, design and marketing. Winning students will receive expert coaching and be given the opportunity to trade as a business over a 6 week period in a 'pop-up' store.



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The bee project:

Youtube: <https://www.youtube.com/watch?v=tQctVn4QQQU&feature=youtu.be>

Twitter: @pharmabees

Citizen science: <http://spotabee.buzz/>



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