

THE BUSINESS CHALLENGE

A business simulation. Real decisions to make.

One focused lab within Figured's wider life-skills curriculum. Learners create an offer, set a price, negotiate and adapt in a guided simulation.

1 / Create	Read a fictional customer brief, compare offers and make an offer card or paper prototype.
2 / Price	Compare unit costs, price and a simulated budget. Explain a trade-off.
3 / Negotiate	Listen to customer questions, explain a choice and revise after a surprise.
4 / Adapt	Run a simulated market round, gather feedback and try an improved round.

Four weekly 90-minute sessions

Initial in-person group design: 4–6 learners aged 9–12. By arrangement, following preparation.
Shorter individual or hosted family introductions can be discussed separately.

See the wider core programme: figured.co/figured-foundations

The plan changes. What would you do?

Your team offers a rainy-day activity kit. All customers, money and costs are fictional.

First round	Materials 4 + packaging 1 = unit cost 5 credits. At a price of 8, contribution before other costs is 3.
Customer question	A customer asks for a discount. What do you need to understand before agreeing?
A surprise	Materials rise by 2 credits. Unit cost is now 7; contribution at price 8 falls to 1.
Second attempt	Compare changing the price, contents or packaging. Explain the decision and rehearse the conversation again.

WHAT THE LEARNER KEEPS

A record of the decisions.

An offer card, cost sheet, customer-response notes and a documented revision, with feedback on the work and support used.

Suitability, preparation, the facilitator, setting, dates, support and total fees are agreed before booking. No real sales, investment, prizes or investor access are promised.

Enquire: figured.co/business-challenge