



- 1 Jackson recently designed a new skateboard as a project for his design class. He made a great prototype and had fifty of his mates give it a series of trials. Their feedback was very positive and they enjoyed riding it. The feedback showed that the board was fast, durable, lightweight and easy to ride.
- 2 Jackson was now faced with a big challenge. He had a great product but nobody outside of his school really knew about it. His next job was to organise an advertising campaign for the new skateboard. A product can't really sell if people do not know about it.
- 3 Jackson's design teacher was so impressed with his skateboard that he offered to help him. He made a list of the steps Jackson needed to take.

This is what he told Jackson to do.

Skating to Success ...



**Create an exciting name for your product.**

- 4 Visit the shops that already sell skateboards and research the market for any that are similar to yours.

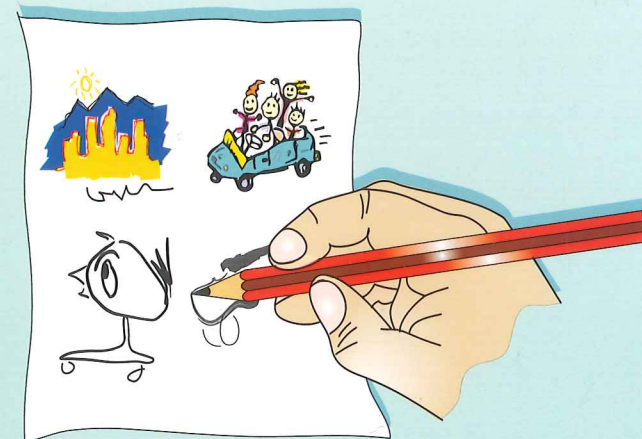
Choose an appealing and catchy name that the buyers of skateboards will like — note that

it must be an original name. This is important as the law has strict rules about people copying designs or names that are already on the market.



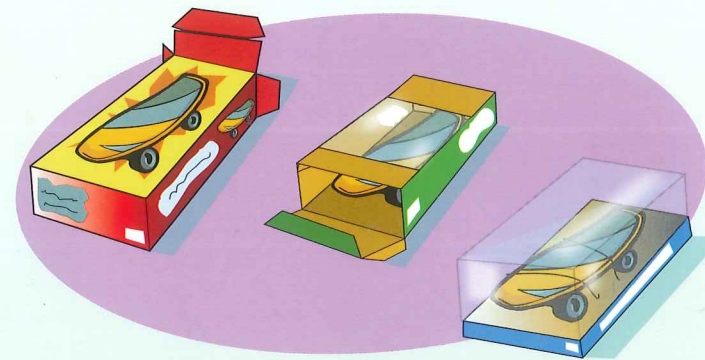
**Design a logo for your product.**

- 5 Your logo should be an interesting shape, outline or group of letters that catch the eye. Remember your logo will be on every product you create. Make it simple and unique, so people will relate to it and remember it. Consider using eye-catching colours.



**Decide on the packaging for your product.**

- 6 The more packaging you use, the more expensive your product will become. Customers today don't like unnecessary packaging and most prefer recycled materials to plastic. Your packaging is the first thing a customer notices so it needs to be bright and interesting. Both your logo and your product name need to stand out on the package.



**Price your skateboard.**

- 7 Start with the cost of designing and making the board. You need to think in large numbers as companies will charge you more per wheel to make 400 skateboard wheels than if you order 4000. The more you buy, the cheaper each item becomes. The cost of making the board is your manufacturing cost.
- 8 Next you will need to include advertising costs. You will need to look at the cost of printing brochures and the cost of advertising rates for newspapers and television. Compare the costs and decide which type of advertising

is going to get you the best result for your product.

Finally you need to add the amount you want to keep for yourself on each skateboard. This is called your profit.



**Think about the best way to market your skateboard.**

- 9 You might decide to sell it through stores that already sell skateboards. In this case, they will take care of the advertising, but they will also take more of the profit.

You need to decide on the best way to advertise your product. This means asking important questions such as: Who is going to buy it? Where do these people shop? What sort of advertising are they going to read?

- 10 Your advertising needs to be aimed at the people who are most likely to buy your product. It would not make sense for you to advertise in preschools where the children are



too young to ride a skateboard. It would be a better marketing idea to advertise through secondary schools where many students enjoy skateboard riding as recreation.



If you follow these points I am sure your skateboards will become well known and your business will be a great success.



## Questions

- 1 How many friends trialled the skateboard?
  - a 50
  - b 100
  - c 150
- 2 What did the teacher do for Jackson?
  - a He took him to the skateboard shop.
  - b He tried his prototype.
  - c He made a list of steps.
- 3 Recycled materials are preferred to
  - a timber.
  - b plastic.
  - c cardboard.
- 4 Why do you keep a logo simple?
  - a It's cheaper.
  - b It's easy to remember.
  - c It doesn't spoil the look of the packet.
- 5 Who would be most likely to pay for Jackson's advertising?
  - a the school
  - b his design teacher
  - c stores that sell skateboards
- 6 Jackson can increase the profit on each board if he
  - a advertises through secondary schools.
  - b buys his parts in large amounts.
  - c has more of his friends test the boards.

## Vocabulary

Find words in the text that match the meanings below. The word is in the section shown in brackets.

- 7 A narrow board with wheels (1)
- 8 An original model of something (1)
- 9 Something that is interesting and attractive (4)
- 10 People who buy your product (6)
- 11 Processing and making a product (7)

## Grammar

The words in **BLUE** appear in the text. Match them by writing the correct synonym shown in **RED**.

E.g. *under / below*

- |              |            |
|--------------|------------|
| 12 durable   | arrange    |
| 13 challenge | attractive |
| 14 organise  | sturdy     |
| 15 appealing | test       |

## Back To The Text...

- 16 Who do you think this text is most likely written for?
  - a students
  - b teachers
- 17 The statement "your business will be a great success" (section 10) is
  - a fact.
  - b opinion.

- 18 The purpose of this text is
  - a to instruct.
  - b to recount.

## Sequencing

Look back through the card to find what should happen first. Choose **a** or **b**.

- 19 a Create a logo.  
b Design the packaging.
- 20 a Choose a catchy name.  
b Visit skateboard shops.
- 21 a Decide the best way to market your product.  
b Include a profit for yourself.

## Think About This

- 22 How do we know Jackson experimented with logo designs?
  - a His teacher directed him.
  - b We can see his sketches.
  - c He had his friends test them.
- 23 What word best describes Jackson's teacher?
  - a unique
  - b unpleasant
  - c encouraging

## Challenge Option

Research: Find out where skateboards were first used.

