



Soled! Synopsis

Soled! is a busy and highly creative business simulation activity.

Teams of students form rival shoe manufacturing companies trying to capture their chosen market and customer base. Using materials available on the day, they design and make a sample shoe to fit a member of their team and then produce a full advertising campaign display to market their company and “sell” their design. Students also present their ideas to a panel of judges.

At the end of the day, awards are given to students and teams who performed the best in a variety of categories. These may be judged by employers who attend to act as Business Consultants to the teams and/or by members of school staff who help on the day.

This activity covers a variety of curriculum areas from English to Maths and Business Studies to Design and Technology.

Soled! aims to help students appreciate the need for various essential business skills such as communication, planning and organising and decision making whilst understanding the importance of the skills needed around design, creativity and marketing. Students also become more aware of the need for co-operation and teamwork to achieve business success.

Soled! is most suited to students in Years 7 to 9.