

## Core Skills Analysis

### Mathematics

The student calculated the total cost of items purchased for resale, including shipping and platform fees, and then determined the selling price needed to achieve a target profit margin. They used percentages to compute the commission charged by eBay and Vinted and applied subtraction to find net earnings after each sale. By recording each transaction in a spreadsheet, the student practiced organizing numerical data and creating simple graphs to visualize profit trends over time. This activity reinforced their understanding of ratios, percentages, and basic statistical analysis.

### Business Studies

The student researched market demand for second-hand clothing and gadgets, selecting items that were likely to sell quickly on eBay and Vinted. They created product listings, set competitive prices, and negotiated with buyers, applying concepts of supply, demand, and price elasticity. Throughout the buying and selling cycle, the student evaluated the profitability of different product categories and reflected on how branding and presentation affected sales. This experience gave them a practical grasp of entrepreneurship, marketing, and financial decision-making.

### English Language

The student wrote clear, persuasive item descriptions, using appropriate vocabulary and correct spelling to attract buyers. They communicated with potential customers through messages, practicing courteous and concise written correspondence. After each transaction, the student composed thank-you notes and resolved any issues, honing their tone and tone-adjustment skills. This activity developed their ability to write for a specific audience and purpose, as well as to edit and proofread digital text.

### Information and Communication Technology (ICT)

The student navigated the eBay and Vinted platforms, uploading photos, entering metadata, and managing listings using online tools. They protected personal data by applying safe-online practices, such as using strong passwords and recognizing phishing attempts. By exporting sales data into a spreadsheet, the student learned basic data manipulation, formulas, and visualisation techniques. The activity reinforced digital literacy, online safety, and the effective use of technology for business tasks.

### Tips

To deepen the learning, have the student compare profit margins across at least three different product categories and present their findings in a short video report. Invite them to design a simple marketing flyer or social-media post for a new listing, integrating graphic design basics. Organize a mock negotiation role-play where they practice price bargaining and conflict resolution with a peer. Finally, set up a reflective journal where they record weekly goals, challenges, and lessons learned about budgeting and entrepreneurship.

### Book Recommendations

- [The Young Entrepreneur's Guide to Starting a Business](#) by Steve Mariotti: A practical handbook that introduces teens to business planning, marketing, and financial basics through real-world examples.
- [The Money Book for Kids](#) by DK: A visually engaging guide that explains saving, spending, and investing, helping young people manage money wisely.
- [Digital Business for Teens: How to Start an Online Store](#) by Ellen B. Johnson: Step-by-step

instructions for setting up and running an e-commerce venture, with safety tips for online transactions.

### Learning Standards

- UK National Curriculum – Mathematics: Number (percentages, ratios) and Statistics (collecting, presenting data) (Key Stage 3, KS3).
- UK National Curriculum – Business Studies: Enterprise, marketing, and financial decision-making (KS3).
- UK National Curriculum – English: Writing for purpose and audience; spelling, grammar, and punctuation (KS3).
- UK National Curriculum – Computing: Using ICT safely, handling data, and creating digital content (KS3).
- UK National Curriculum – PSHE: Financial literacy and responsible online behaviour (KS3).

### Try This Next

- Worksheet: Calculate profit, percentage fees, and break-even price for five sample items.
- Quiz: Multiple-choice questions on supply-demand concepts, safe-online practices, and marketing vocabulary.
- Drawing task: Sketch a professional product photo layout, labeling lighting, background, and angle considerations.
- Writing prompt: Draft a persuasive product description for a quirky item, emphasizing unique selling points.