



# WELSH BACCALAUREATE Foundation (Post-16)

Enterprise and  
Employability Challenge  
Colegau Cymru  
Hair and Beauty



**Available for assessment from September 2015**

## Designing a new make-up product

### PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Numeracy, Digital Literacy, Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

### BRIEF

The Enterprise and Employability Challenge provides you with an opportunity to develop important team working skills by creating and implement innovative ideas based on meeting the needs of customers by developing a product linked to your Learning Programme. This can be achieved and enhanced by following an enterprise process which includes interacting with successful local entrepreneurs.

There are many different types of hair and beauty products on the market for both men and women. As a team of 3 to 6 members, use skills, knowledge and understanding you have developed from your Hair and Beauty Learning Programme; design a new 'make up' product to be sold to the public.

The Enterprise and Employability challenge requires the development of a business proposal for your new product.



The final proposals must be illustrated in a visual display which should be as creative and imaginative as possible. The team will then pitch the proposal to a panel.

The Enterprise and Employability Challenge provides you with an opportunity for you to show how creative and innovative you can be including the use of digital technology, as well as demonstrating people skills such as developing a rapport, listening skills, negotiating skills and trusting others. You may also demonstrate your assertiveness and leadership qualities.