

Mortimer



ENTERPRISE (YEAR 10)
RETRIEVAL - WEEK
SEVEN



TASK:

Read the attached article “He said it was the stupidest idea he had ever seen” and answer the following questions in full sentences. You may need to carry out further research to support your answers and look up key words/vocabulary you don't understand.

1. **What is a KEEPCUP?**
2. **What did Abigail do before she invented KEEPCUP?**
3. **How many KEEPCUPS have been sold?**
4. **Why do you think Abigail's KEEPCUP is so successful?**
5. **What skills and qualities did Abigail demonstrate, what was the consequence of this?**
6. **What possible start-up costs would Abigail have had when she created KEEPCUP?**
7. **What is a manufacturer?**
8. **What is the USP for KEEPCUP?**
9. **What other kind of products could Abigail add to her product portfolio for KEEPCUPS? Explain why you think these will be successful.**



KEEPCUPS

“He said it was the stupidest idea he had ever seen”

By Michelle Meehan
Business reporter
27 April 2020



Abigail and her brother wanted to give coffee-drinkers a reusable option when it came to cups

When Abigail Forsyth first came up with the idea of making and selling reusable coffee cups, one of the first designers she approached to help was utterly dismissive.

"He said to me that it was the stupidest idea he had ever seen," remembers Abigail.

Things didn't improve when she then went to one potential manufacturer. "He said to me 'this is just a cup. There's heaps of things that have been made by people [that are] much cleverer and more useful than what you've done, [and they didn't sell]'."

KEEPCUP The cups come in a multitude of sizes and colours

This was in 2008 in Melbourne, Australia. Abigail and her brother Jamie had come up with the idea for KeepCup because they were increasingly horrified by the billions of single-use coffee cups that end up in landfill every year.

They knew first hand just how bad the situation was, because they had spent the previous 10 years running a small chain of coffee shops. And so they were determined to try to do something about it.

Rather than being upset or deterred by the initial negativity they faced, Abigail says it made them determined to work as hard as possible to make the business a success. "It was a real wake-up call," says the 48-year-old.

Fast forward to today, and KeepCup has now sold more than 10 million cups around the world. The company estimates that this has prevented some eight billion disposable one's going into rubbish bins.



GETTY IMAGE Billions of single-use coffee cups are binned every year around the world

Born in Glasgow, but raised in Melbourne, Abigail initially trained to be a lawyer. After working as solicitor for four years from 1994 she then quit to join the cafe business.

When the siblings started working on initial designs for the first plastic KeepCups, Abigail says that it was Jamie who insisted that it had to be a desirable product, with lots of bright colours.

"Jamie was always saying it's got to be sexy, and I was probably more along the lines of it's got to be sustainable," she says.

With the first batch of cups produced by early 2009, they officially launched the product at a design fair in Melbourne. Abigail says the cups were an immediate hit, and they sold 1,000 in the space of six hours.



Abigail and her brother previously ran a chain of coffee shops

"At that first design market it was all about the design," she says. "People were saying 'I don't even know what it is, but I want one'.

"It quickly became apparent that people would buy it and want to use it, because they liked the colour, or the design, or what it said about them as a coffee drinker.

"And the behaviour change would just follow because you like using the product - rather than doing something because it's a worthwhile thing to do but it's a bit inconvenient."

With the cups available in different sizes, from 120ml for espressos up to 474ml for large iced coffees or smoothies, KeepCup started selling both to cafes and direct to consumers via its website.

It also sells to corporate clients, which include Australian airline Qantas, and the Bank of England.



Manufacturing is done in the UK and Australia

Sales have grown steadily over the years, thanks to positive word of mouth, and attending trade shows. The firm's annual revenues **are now reported to be more than 8m Australian dollars (\$5m; £4m).**

Growth has all been organic, with the company not needing any outside investors. In 2014 Abigail bought out her brother, who now runs lunchbox business BeetBox.

To back up its environmental credentials, all KeepCup's manufacturing is completed locally in its two main markets - Australia and the UK. This is to avoid the pollution that would have otherwise been produced from shipping them from China or some other country with lower manufacturing costs.

All its packaging is made from either recycled or Forest Stewardship Certified cardboard and paper. Meanwhile, its main offices in Melbourne and London are both solar powered, and the firm now donates 1% of its revenues to environmental projects after signing up to **the global 1% For The Planet scheme.**

Paul Klymenko, chief executive of Australian environmental group Planet Ark, says that "for over a decade KeepCup have been pioneers in durable and reusable products which contribute to the creation of a circular economy".

He adds that the company has "created products which people enjoy using time after time, minimising waste and reducing the need for virgin resources such as trees".

Key term retrieval:

1. What kind of skills would an entrepreneur need to be successful?
2. What kind of mindset would an entrepreneur have?
3. What is an entrepreneur
4. What does USP mean?
5. What is a manufacture?
6. Define start-up costs
7. What is meant by a product portfolio?

Need some support?

- If you have any questions or are unsure of anything please just drop me an email 😊
- jmelia@mortimercommunitycollege.co.uk

Can I help you?



Key term retrieval:

1. What kind of skills would an entrepreneur need to be successful?

- i. Interpersonal communication skills
- ii. Planning
- iii. Time management
- iv. Negotiation
- v. Prioritising tasks
- vi. Problem solving
- vii. Managing risks

2. What kind of a mindset/qualities would an entrepreneur have?

- i. Being focused
- ii. Having passion
- iii. Motivated
- iv. Determined
- v. Being innovative or inventive
- vi. Being proactive
- vii. Having confidence
- viii. Being flexible, adaptable and resilient
- ix. Being visionary and inspirational

3. What is an entrepreneur

Someone who sets up and runs their own business

4. What does USP mean?

Unique selling point – a unique feature of the product or service that makes it different to its competitors.

5. What is a manufacturer?

A person or a company that makes products

6. Define start-up costs

These are costs that are needed to start up a new business, for example legal costs, material, purchase of copy right/patent

7. What is meant by a product portfolio?

This is the number of different products that a business will sell, for example, McDonald's sell burgers, wraps, hot and cold drinks etc...