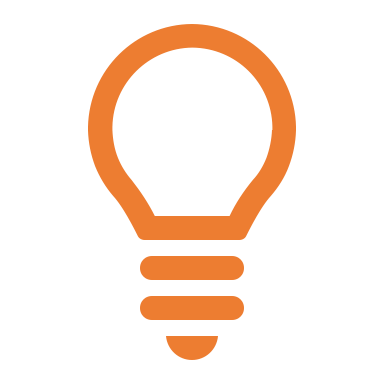
**Project – Based Learning (PBL)**

**Template**

Project-Based Learning is a teaching method in which students gain knowledge and skills by working for an extended period of time to investigate and respond to an engaging and complex question, problem or challenge

**PBL code name: C3\_S2\_5**

**PBL title: The learner is expected to imagine future scenarios**



**Project Idea**

Ilona is a mathematician by profession, but she has always been fascinated by craftsmanship. She learned the basics at various courses. While still in elementary school, she completed an adult embroidery course and earned her first money. Due to her education, she worked for many years as a financial analyst in large and medium-sized companies. While on maternity leave, she found herself in a brush studio as a client, looking for good products for her family. Inspired by this visit to the studio, and at the same time looking for a springboard, handicraft was the obvious choice for Ilona. She began to design and manufacture shoe brushes. It uses soft bristles. Then came the hairbrushes, with boar bristles, and therefore more difficult to make. After a few months, she brought a few brushes home and looked at them, why are they so ordinary, so sad? After all, they could be painted, each one of a kind. And here is glare, a new idea emerges, resulting from the expectations of customers (market environment). She learned about their opinions thanks to many successful transactions in the last months. Customers buying non-mass brushes, but made by a craftsman, were interested in hand-made, original and natural bristles - boar bristles, brushes. At the beginning of production, Ilona had a problem with supplies, it was difficult to get raw materials and contact a good carpenter. At the same time, it was a challenge to find artists who paint brushes and have their own unique style. When her offer of unique brushes hit popular social media, she was also noticed abroad. So there was a potential scenario of internationalization, and thus internationalization of the company's activities to date. Could this be a good option for the development of a still "young" company, without experience on foreign markets? Should Ilona focus on the domestic market? Perhaps an opportunity for Ilona's company will be contacts and contracts on a completely different market, B2B.



**Driving Question(s)**

1. What are the advantages and disadvantages of analyzing possible action scenarios? Justify.

2. What should an entrepreneur be guided by when choosing a given action scenario, assuming that an optimistic, pessimistic, unexpected and most probable scenario is possible?

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**Objectives**

* *Recognizing the potential of various market opportunities.*
* *Ability to generate various variants of market opportunities and their evaluation according to the adopted criteria.*

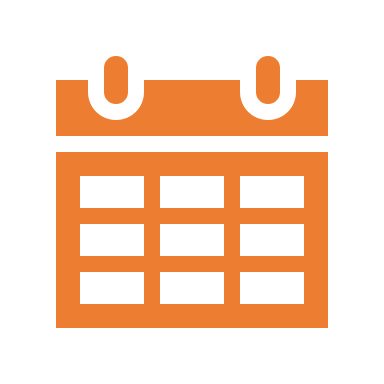


**Tasks**

* *On the basis of the characteristics of Ilona's business, develop in the form of a Flipchart possible development scenarios, also in the context of internationalization of the business. Alternatively, you can use examples of companies from the local market.*
* *Taking into account the current economic situation, present arguments regarding the possibility of developing and implementing the following future scenarios: optimistic, pessimistic and the most probable.*



**Notes**



**Project Plan**