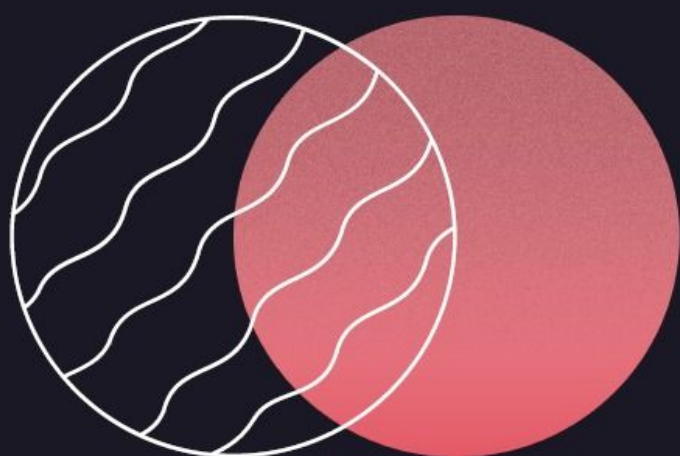


SCENARIUSZ LEKCJI



Przebieg lekcji:

1. Rozgrzewka językowa-5min

-N-I powtarza słownictwo z poprzedniej lekcji za pomocą gry TABOO; np:

PERISHABLE

rotten

PRODUCT

item

STRENGTHS

- Handmade bags are original
- It is handmade and therefore durable and unique
 - It is possible to ship it right to you :)
 - there are different payment methods



Daga is from Szczawno-Zdrój (a town where we are from) and her passion is making handbags. The bags are of very good quality because they are carefully decorated and the best materials are used to create them. The cost of one bag is around € 40. Daga has a very good reputation and her handbags appeal to every person who likes to dress fashionably. She has her own studio where she designs and sews the bags, she already has contracts with local textile companies, which is a great advantage.

2. WPROWADZENIE- 10min

-N- I pisze na tablicy SWOT i prosi o burzę mózgów -
rozszyfrowanie akronimu

-N-I tłumaczy uczniom czym jest analiza SWOT

Strenghts- mocne strony

Weaknesses- słabe strony

Opportunities- możliwości

Threats- zagrożenia

Wykonujemy wspólnie zadanie 1- ustnie

TASK 1

You are the owner of a well-prospering company. You want to start transporting your goods to Australia because there is a niche there and you think you can earn money thanks to that. Do a SWOT analysis.

1. What products do you want to ship? How?
2. What are its advantages?
3. What are you missing?
4. What can you offer to your Australian partner?

PRODUCT:

Porcelain

3. AKTYWNOŚĆ 1- 10min

- N-I dzieli uczniów na zespoły 4 osobowe
- wysyła im link do aplikacji padlet.com

[https://padlet.com/mamielczarek/5ix82924793z6ffr?
fbclid=IwAR0Nshi14ZhESIRXFu2tTbKgdBgmYrHVteHHw3eaYXqD9-ajFkpN-pY9iac](https://padlet.com/mamielczarek/5ix82924793z6ffr?fbclid=IwAR0Nshi14ZhESIRXFu2tTbKgdBgmYrHVteHHw3eaYXqD9-ajFkpN-pY9iac)

na którym uczniowie w czasie rzeczywistym piszą w wyznaczonych zespołach mocne i słabe strony oraz zagrożenia i możliwości transportowanej porcelany

- N-I po zakończonej pracy wyświetla na tablicy multimedialnej odpowiedzi i uczniowie prowadzą dyskusję na ten temat po zaprezentowaniu swojej części zadania

4. Aktywność 2- 20min

N-I prosi uczniów by we wcześniej wyznaczonych zespołach dokonali analizy SWOT ręcznie wykonywanego w miejscu ich zamieszkania produktu

-uczniowie korzystają z aplikacji canva.com

UWAGA:

Wcześniej N-I ustalił z uczniami, że będzie to młoda i utalentowana krawcowa ze Szczawna-Zdroju szyjąca torebki- uzyskali zgodę na wykorzystanie logo jej firmy oraz dostęp do informacji o tworzonym produkcie

5. PODSUMOWANIE LEKCJI

-N-I przesyła uczniom ankietę w formularzu google

link:

https://docs.google.com/forms/d/e/1FAIpQLSfKBcCtVN16h1Lvpdr5c5bzvPfsLGnRrTAXKc8i3YCGkre2TQ/viewform?usp=sf_link

-dokonuje ewaluacji zajęć

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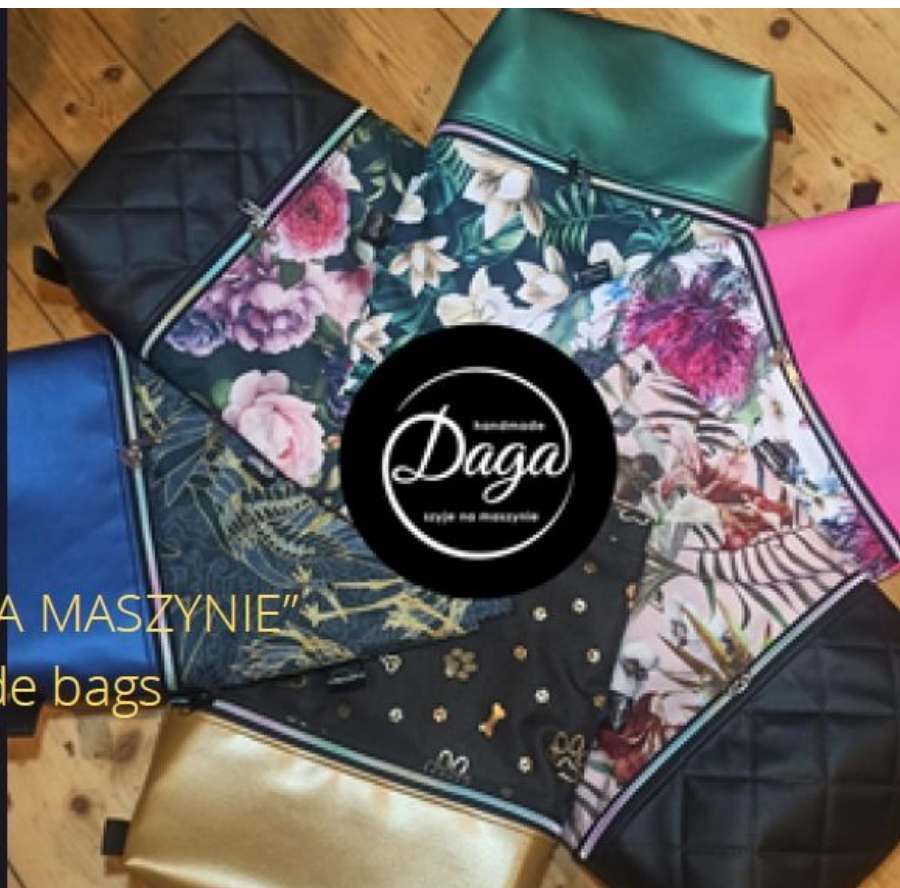
https://docs.google.com/forms/d/e/1FAIpQLSfKBcCtVN16h1Lvpdr5c5bzvPfsLGnRrTAXKc8i3YCGkre2TQ/viewform?usp=sf_link

-dokonuje ewaluacji zajęć

SWOT ANALYSIS



„DAGA SZYJE NA MASZYNIE”
Handmade bags



STRENGTHS

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Weaknesses



She needs to hire more workers if she wants to sell products on a mass scale. She has to do training for her new employees. She is dependent on the production materials company. (It might cause delays) She needs to buy more sewing machines. (The cost of one sewing machine ranges from 1 200 EUR depending on the quality of the machine. She has to pay for renting a place to work for more employees as well as find a big warehouse to keep her products ready to ship.



OPPORTUNITIES

We already have a great designer- full of creative ideas, facilities and a lot of passion. She cooperates with many wholesalers such as: textiles and accessories, which makes deliveries fast and cheap. She has her own studio which is fully equipped. The owner has already won nominations for the title personality of the year 2020 in Poland. Dagmara is a very creative and hard-working designer and producer, she is also reliable that makes her an ideal partner and co-worker. We can send the product individually or at wholesale.

THREATS

The main dangers of shipping these products to other country might be delays in delivery caused by unpredictable weather conditions if we choose boxtrailers as a means of transport for larger amounts. Moreover, there is customs duty - 25% for any goods worth more than € 22. In case of delays we will offer you 10% discount for the next purchase.

