

Year 9 Economics and Business Industry Case Study

120+mins

LEARNING GOALS

→ We are learning to understand how Australian businesses compete in the global market

SUCCESS CRITERIA

→ Use what you know to investigate a business operating in a chosen industry

→ Use what you know to draw conclusions about the role of ethics, sustainability and cost in global supply chains.

FUTURE CAPABILITIES



Communication



Project Management



Critical Thinking



Problem Solving

Creativity and
Innovation

Adaptive Mindset

EXIT PASS

- Completed business case study
- 2 video diary entries



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LEARNING BLOCKS

This lesson asks you to choose an industry in Australia to investigate. You will be looking at the state of the industry currently, and then working in a small group to find out more about specific Australian businesses operating in that industry.

Activity 1: Initial Industry Research ([AC9HE9S01](#), [AC9HE9S02](#))

Choose an industry to investigate for this lesson. Choose one of the following (or check with your teacher about selecting another industry).

- Active wear
- Fashion
- Beauty and skin care
- Food

Using the internet (or if you have access, a resource like IBIS World), conduct some preliminary investigations into this industry. Before you begin, write down 3 questions you might want to answer when finding out more about this industry, then see if you can find answers to your questions.

→ Not sure what questions to ask?

- Consider questions relating to growth, competition, sustainability, the impact of COVID

Activity 2: Case Study Deep Dive ([AC9HE9K03](#), [AC9HE9K04](#), [AC9HE9S02](#), [AC9HE9S05](#))

Find two other students who are interested in the same industry. Each group member should select one of the businesses (Business A, B or C) listed for your chosen industry (Note: You can choose a different Australian business with your teacher's permission).

Category	Business A	Business B	Business C
Activewear	dkActive	Jarin Street	Lorna Jane
Fashion	Outland Denim	MAARA Collective	Cotton On
Beauty/Skin Care	Aesop	Bush Medijina	QV
Food	Meredith Dairy	Melbourne Bushfoods	Carman's Fine Foods

Investigate your chosen business, and build a mini case study about the business. Present your case study with visuals and text, for example as a poster, PowerPoint, infographic or similar.

Consider the following questions when completing your research:

- Who are they and what do they sell? Where are they based?
- Do they have physical stores or do they sell online?
- What can you find out about their supply chain? Where do they manufacture their products? (Australia or overseas? Which countries) How transparent is their supply chain (was the information hard to find)?
- What information do they share relating to sustainability or ethics? Do they support these claims with evidence or examples?
- What is special or unique about their products? What information do they seem to focus on in their website and marketing materials?
- Do they only sell in Australia or do they sell overseas as well?



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Activity 3: Interpret your findings (AC9HE9K03, AC9HE9K05, AC9HE9S03, AC9HE9S05)

Working in your small group, compare the three businesses you have investigated. What is similar about them? What is different? Discuss your initial impressions and findings with your group.

Working together, create a short 'video diary' response to each of the prompts below. Use examples from your case studies to help you create your responses, and if necessary complete some additional research. You might choose to agree with the prompt, disagree with the prompt, or explain both sides.

- Prompt 1: It is always more cost effective for Australian businesses to manufacture their products overseas.
- Prompt 2: Australian consumers are concerned about the ethics behind their purchases, and will pay more for sustainable and ethical products.

Activity 4: Where to next? (Optional) (AC9HE9S03, AC9HE9S04)

Imagine one (or more) of the case study businesses your group investigated is looking to expand overseas to an Asian country.

Use the [Austrade website](#) to investigate 2-3 possible countries that they could expand into.

Choose one country you believe the business should expand into, and write a short paragraph justifying why that country is the right choice, using criteria to support your choice (e.g. demand for products, size of market and availability of support).

