

# Cross Cutting Themes



**TAE**  
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## **ETHICS & SUSTAINABILITY**

What ethical choices has TAE made in sourcing and packaging?

What challenges can arise when trying to balance sustainability with keeping prices affordable?

## **ENTREPRENEURIAL THINKING**

Why was it important that Tara didn't only rely on feedback from family and friends?

How did simplifying her product range show adaptability as an entrepreneur?

## **FINANCIAL LITERACY**

What financial mistakes did Tara make early on, and what did she learn from them?

Why are packaging and shipping such challenging costs for TAE to manage?

## **DIGITAL TRANSFORMATION**

How has TAE used social media differently to traditional advertising to grow its brand?

What do the digital tools (Shopify, Klaviyo, Canva) do that have supported operations and marketing?

If you were advising Tara, would you recommend she expand her product range again or keep it simple? Why?

# Cross Cutting Themes

## TAE Tea – Suggested Teacher Solutions

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| <p><b>ETHICS &amp; SUSTAINABILITY</b></p> <p><b>Q: What ethical choices has TAE made in sourcing and packaging?</b></p> <ul style="list-style-type: none"> <li>• TAE uses recyclable packaging to reduce environmental impact.</li> <li>• Sources organic-certified teas, showing commitment to health and sustainability.</li> <li>• Ensures transparency in its supply chain, avoiding misleading claims.</li> </ul> <p><b>Q: What challenges can arise when trying to balance sustainability with keeping prices affordable?</b></p> <ul style="list-style-type: none"> <li>• Recyclable/eco packaging and organic ingredients cost more.</li> <li>• Higher costs may lead to higher prices, limiting customer base.</li> <li>• Cheaper competitors using less sustainable practices could undercut TAE.</li> </ul> | <p><b>ENTREPRENEURIAL THINKING</b></p> <p><b>Q: Why was it important that Tara didn't only rely on feedback from family and friends?</b></p> <ul style="list-style-type: none"> <li>• Family and friends are often too positive and biased.</li> <li>• Honest, external feedback helped her spot weaknesses and improve blends.</li> <li>• This ensured the products would appeal to real customers in the market.</li> </ul> <p><b>Q: How did simplifying her product range show adaptability as an entrepreneur?</b></p> <ul style="list-style-type: none"> <li>• Too many blends confused customers.</li> <li>• By reducing the range, Tara focused on what customers really wanted.</li> <li>• Shows she was flexible and willing to adapt her vision to the market to help grow.</li> </ul>  |
| <p><b>FINANCIAL LITERACY</b></p> <p><b>Q: What financial mistakes did Tara make early on, and what did she learn from them?</b></p> <ul style="list-style-type: none"> <li>• Overspent on packaging and too many product options.</li> <li>• Didn't manage cash flow carefully at the start.</li> <li>• Learned to budget better, keep costs under control, and focus on core products.</li> </ul> <p><b>Q: Why are packaging and shipping such challenging costs for TAE to manage?</b></p> <ul style="list-style-type: none"> <li>• Eco packaging is more expensive than standard.</li> <li>• Shipping costs in Ireland are high, especially for small businesses.</li> <li>• Together these reduce profit margins and make pricing difficult.</li> </ul>  | <p><b>DIGITAL TRANSFORMATION</b></p> <p><b>Q: How has TAE used social media differently to traditional advertising to grow its brand?</b></p> <ul style="list-style-type: none"> <li>• Used Instagram/TikTok to build a community and reach younger, health-conscious customers.</li> <li>• This was low-cost compared to expensive TV, radio, or print ads.</li> <li>• Allowed for direct feedback and building a personal brand identity.</li> </ul> <p><b>Q: What do the digital tools (Shopify, Klaviyo, Canva) do that have supported operations and marketing?</b></p> <ul style="list-style-type: none"> <li>• <b>Shopify:</b> An online store platform that lets TAE sell directly to customers.</li> <li>• <b>Klaviyo:</b> An email marketing tool to send offers, updates, and build customer loyalty.</li> <li>• <b>Canva:</b> A design platform for creating professional social media posts and branding at low cost.</li> </ul> |

**REFLECTION Q: If you were advising Tara, would you recommend she expand her product range again or keep it simple? Why?**

- **Expand range** → Attracts new customers, offers variety, builds excitement.
- **Keep it simple** → Clearer brand identity, avoids confusing customers, easier to manage costs and logistics.