Hook for the chapter – content in chapter PowerPoint to go with each

Starter Activity: FULFIL Bars – An Irish Success Story Goes Global -> handout

Purpose:
To introduce students to the real-world context of Irish businesses trading internationally and to build background knowledge for Learning Outcomes 5.1 to 5.5. The task familiarises students with terms such as *trading bloc* and *protectionism* before these are formally taught.

Watch the YouTube video on Fulfil's brand -> https://www.youtube.com/watch?v=zlx7nTnYC3A
Then
1. Students read the worksheet and underline key terms: *trading bloc*, *protectionism*, *opportunities*, *challenges*.
2. Use quick pair-share questions to check understanding (e.g. "What was FULFIL's USP?" "Why might the US market be attractive to an Irish brand?").
3. Summarise responses on the board under two headings: *Opportunities* and *Challenges*.

Suggested answers
USP / Opportunity Identified: Protein bars for general consumers rather than athletes.
Opportunities: Access to new customers, brand partnership, production scale, and global exposure.
Challenges: Customs duties, stricter food regulations, longer shipping routes, and exchange-rate risk.
Reward of Trade: Barry Connolly's buyout shows how successful expansion can lead to major personal and business returns.

Potential revision links
9.4 Evaluate and suggest ways of improving an existing marketing mix.
9.8 Conduct a STEEPLE analysis* to develop greater understanding of the external environment and identify issues of concern for a business.
11.1 Demonstrate an understanding of the importance of identifying competition in the market.
11.2 Use Porter's five forces model* to identify and analyse competition in the market and use these findings to identify the competitive advantage of a business.
11.3 Outline the strategies employed by a business to adapt or expand.
11.5 Conduct a cost-benefit analysis to analyse the implications of business expansion.