



CATERHAM SCHOOL

Business Expertise at Caterham

In January the Lower Sixth Business Studies students spent a day learning about business start ups and marketing in small businesses. They heard from Andy Noble, Marketing Director of Caterham Cars, and David Gill of the locally based Gap Year Company 'Changing Worlds'. David was accompanied by Old Caterhamian, and ex Business Studies student, Craig Freeman. Craig explained how he had been helping Changing Worlds utilise the internet, improve the company's position on the search engines' pages and use market intelligence from the net to make their marketing more effective.

All of the Lower Sixth students had been developing their expertise by constructing a business plan around an original business idea. In the afternoon the best of these plans were pitched in 'Dragons Den' style to Peter Wood of Direct Line, Esure and Sheila's Wheels fame. Peter, who had studied the business plans before hand, asked the students questions, and provided them with feedback drawn from his vast business experience.



Peter Wood and some Business Studies students