

# Faith in Fashion—Childlike | Worksheet

Procurement, Product Design, and Brand Ethos

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## Venture Vocab

Match the definition in Column A with the term in Column B.

### Column A

- \_\_\_\_\_ Purchasing the resources a business needs.
- \_\_\_\_\_ Promoting products to reach a target audience.
- \_\_\_\_\_ Refining a product from concept to final version.
- \_\_\_\_\_ A brand's core values, beliefs, and message.
- \_\_\_\_\_ Finding the best suppliers for your business.

### Column B

- a. Procurement
- b. Product Design
- c. Brand Ethos
- d. Sourcing
- e. Marketing Strategy

## Startup Scenario

Imagine you're starting your own company! It can be anything you're interested in—clothing, tech gadgets, food products, or even something creative like art or jewelry. This is your chance to think like an entrepreneur and sketch out the basics of your business idea. If you are struggling to come up with an idea of your own, choose between starting a bakery or a car detailing company.

Here are three key things to think about:

1. Procurement: Where will you get the materials or products for your business? Will you need fabric, food ingredients, art supplies, or something else? Think about where you might get these items and how you'll make sure they're good quality but affordable.
  2. Product Design: How will your product or service stand out from the rest? What makes it unique? Is it the style, the functionality, or maybe even how it's personalized for each customer? Think about what will make people want to buy what you're offering.
  3. Brand Ethos: What does your brand stand for? What message do you want to send with your company? Whether it's about being practical, stylish, or original, your brand identity will help people connect with your product. How will you show that through your designs and marketing?
- In a few sentences, describe your business and answer these three questions.

## Entrepreneurial Insight

Consider how Cameron from Childlike Clothing chose to invest in high-quality materials and local production while staying true to her brand's Christian values. In a detailed paragraph, analyze how these decisions reflect her brand ethos. How did her procurement choices impact the quality of her products? How important is staying true to her brand message in attracting and keeping customers?



## Answer Key

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#### Column A

- a. Purchasing the resources a business needs.
- e. Promoting products to reach a target audience.
- b. Refining a product from concept to final version.
- c. A brand's core values, beliefs, and message.
- d. Finding the best suppliers for your business.

#### Column B

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### Startup Scenario

#### **Procurement**

- Student clearly explains where materials will come from.
- Sources are logical and realistic for the type of business.
- Shows understanding of both quality and cost control.

#### **Product Design**

- Student describes a well-thought-out product design.
- Product is unique or has a clear differentiating factor.
- The design is suitable for the target audience.

#### **Brand Ethos**

- Student articulates a clear brand message.
- The brand message aligns with the product and its target audience.
- The brand identity is likely to resonate with customers.

#### **Clarity of Business Idea**

- The business idea is easy to understand and well-organized.
- The purpose and concept of the business are clearly communicated.
- The explanation includes sufficient detail to describe the business.

### Entrepreneurial Insight

*Example paragraph for Childlike Clothing (responses will vary, but should contain some or all of these ideas).*

Cameron's decision to invest in high-quality materials and local production strongly reflects her brand ethos. By sourcing high-quality fabrics and manufacturing her clothing locally, she ensured her products would be durable and ethically made, aligning with her brand's commitment to Christian values. This procurement strategy allowed Cameron to maintain control over the production process and quality, which helped build trust with her customers. Staying true to her brand ethos of faith and quality was crucial in attracting and keeping loyal customers who value both style and the integrity behind the products. These decisions helped reinforce the authenticity of her message and built a strong connection between her brand and her target audience.