



ENTERPRISING: The winning team from Edgewater College. From left, Hashpreet Kaur, Ryan Hing, Jahnina Morris, Zach Soakai and Jessica Deo. Times photo Wayne Martin.

FIVE business students have entered the dragon's den – and come out firing.

The teenagers, from Edgewater College, have won a school competition which involves producing a marketing plan and pitching a product to a panel of judges.

Students involved in the Student Enterprising Learning Link (Sell) programme take part in a three-day business workshop when they form companies, research and decide on a product, and put together an oral presentation.

About 70 young entrepreneurs from the school in Pakuranga took part in the scheme, which is run in a similar format to the TV show *Dragon's Den*.

Edgewater is only the second high school in New Zealand to offer Year 10 business studies students the chance to take part in the Sell programme, which earns them six credits under NCEA level one business studies.

The winning team's product was a tempting combination of cake and ice cream, which was available for students to buy at a special market day.

Zach Soakai, who headed the team, says talking to the judges on presentation day was "terrifying, but we did alright in the end".

"We wanted a product that we were able to relate to and could call our own," says Zach.

"We wanted something chilled and sweet," agrees second-in-charge Jessica Deo.

The school's head of economics, Navin Kumar, says the pupils "excelled at marketing" and worked well together.

"There was a real can-do attitude. They worked very hard."

Through the programme, sponsored by Business NZ, each winning team member received a certificate and a \$20 voucher.

Jessica enjoyed the programme and recommends it to others.

"It's something interesting, even if you're not interested in study and all," she says.

Team-mate Ryan Hing agrees: "It's a people experience – you interact with the group."