



# CITRUS SATURDAY

## Hiba's story

**A new participant**  
Citrus Saturday taught Hiba new sales skills and how to turn a profit

### KEY EXPERIENCES

- > Working in a variety of business roles
- > Working as part of a team
- > Experiencing people rejecting the product

### KEY LEARNINGS

- > How to approach customers
- > How to turn a profit
- > Communication is the key to success
- > Try different ways to make your business work

Hiba is in Year 9 at school and was preparing to start studying for her GCSEs when her mum saw some information about Citrus Saturday. Knowing that she has a keen interest in product innovation and is considering pursuing business and economics at A-Level her mum encouraged her to look into it further.

What appealed to Hiba was the opportunity to see how a business worked in a real environment and experience the different roles even if this meant working outside her comfort zone. "I've never had to sell before and I'm really

up for it. From the market stall auctions, I've already learnt that you can't always get things your own way and things are different when working under pressure".

Working in a team was an important factor in learning about the different business aspects. "We all took roles so I was the financial monitor keeping hold of the money, then I helped with the promotion. I liked deciding on the prices and coming up with ideas but didn't like walking around and having to ask people to come to the stall because some people rejected it."

Hiba's team were located in a local garden and not on a pedestrian thoroughfare so they had to work hard to bring in the customers. As well as learning about the dynamics of setting up and running a business, Hiba also saw how the need to be tenacious paid off. "People needed to be approached in the correct way – even if you think they won't buy, you still need to keep trying."

**"You need to approach people in the right way and even if you think they won't buy, you still need to keep trying."**

Despite her young age, Hiba was an equal team player working alongside older team members. "Teamwork is vital and you need to try as many different ways as possible to improve your business."

Learning from her experience and applying it to her future ambitions of product design Hiba felt that "even if I didn't choose business as part of my education, I still think that in product design you need to learn about business to understand the idea itself and how you can then sell it."



### Contact and more information

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[www.CitrusSaturday.org](http://www.CitrusSaturday.org)

Or you can email us:

[support@CitrusSaturday.org](mailto:support@CitrusSaturday.org)