# Social Enterprise in Schools Business Plan

## School name:

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| **Section One: Introduction and Background** | |
| Briefly, what is your idea and why has it a good chance of working? |  |
| **Section Two: Leadership** | |
| Who will lead the enterprise and where does it fit within the school’s structure? |  |
| What leadership skills will you gain or begin to develop through the enterprise? |  |
| **Section Three: Objectives** | |
| **What are the main things you want to achieve with the enterprise?** | |
| Objective 1: |  |
| Objective 2: |  |
| Objective 3: |  |
| **Section Four: Products/Services** | |
| What is the product(s) you are selling?  If it is a service, outline this as clearly as you can. |  |

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| **Section Five: Analysis of your market** | |
| a) How do you know there’s a need? |  |
| b) Who are your customers? |  |
| c) Who are your competitors? |  |
| e) What prices will you charge? |  |
| f) What image are you trying to project? |  |
| g) What methods will you use to promote and sell your product? |  |
| **Section Six: Social, Environmental & Economic Impacts** | |
| Social Impacts |  |
| Environmental Impacts |  |
| Economic Impacts |  |
| **Section Seven: Start Up Issues** | |
| When did the enterprise start? Or when will it start? |  |
| Number and age group of pupils working on the project? |  |
| Where will it run? |  |
| How often will the enterprise run? |  |

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| **Section Eight: Finance** | |
| INCOME:  Where will you find money to start up the enterprise? |  |
| EXPENDITURE:  What expenditure will be incurred in running the enterprise? |  |
| Explain how you will make a profit and what you will do with your profit. |  |
| Anticipated Annual Turnover: |  |