# Social Enterprise Schools Business Plan

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| This business plan template is designed to capture all aspects of your business planning before you begin trading. It includes some key questions that will help you to consider all variables to make sure your social enterprise is as successful as possible.  Wherever possible, try to encourage the young people involved in the social enterprise to fill this in themselves, in their own words. They could discuss their answers to each section as a group before writing anything down. If they require support, someone could facilitate the discussion with the group for each question, trying to record their own words as much as possible as they type up the questions. |

## School name:

## Social enterprise 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: |  |