# Social Enterprise in EDUCATION Business Plan

School name: **Beath High School**

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| Section One: Introduction and Background |
| Briefly, what is your idea and why has it a good chance of working? | We are running a Social Enterprise Club, called Young Entrepreneurs (YE). We are hand-making products to sell at various school events for the community to enjoy. These products include items such as wine glass holders, wine bottle holders, keyrings and seasonal products. We want to raise money for the Young Entrepreneurs Club because we will be giving half our profits to different charities and keeping the rest to re-invest into buying new materials for our products. This business idea will work because we have a large amount of team members who all contribute to making the products and coming up with unique ideas to sell. The idea of this club helps to bring all different age groups together and gives us something to aim for.  |
| Section Two: Leadership |
| Who will lead the enterprise and where does it fit within the school’s structure? | The pupils from S1-S3 are leading this business, we all come up with the different ideas and do all of the hand-making. However there are 3 teachers who are there to support the pupils with using the different machinery and check health and safety. The events we sell at allow the whole community to come together. It fits into the school’s structure because we have this club after school, which shows commitment and dedication from the pupils. The school supports us as it wants us to work together and be successful.  |
| What leadership skills will you gain or begin to develop through the enterprise? | One main skill we hope to gain through enterprise is confidence because we have to work with others which encourages us to communicate and work together. Another skill we hope to gain is team working, this will be useful for us in future careers. Another skill we hope to achieve is decision making and budgeting. This is important as it gives us knowledge of how to run a business effectively.  |
| Section Three: Objectives |
| What are the main things you want to achieve with the enterprise? |
| Objective 1: | We want to help lots of people with the donations we give to charities.  |
| Objective 2: | We want to make the business sustainable for future year groups to enjoy.  |
| Objective 3: | We want to have the highest quality products to sell to the local community. This will ensure our business is a success.  |
| Section Four: Products/Services |
| What is the product(s) you are selling? If it is a service, outline this as clearly as you can. | We are selling various upcycled products including a range of personalised seasonal products, as well as high quality, handmade novelty gifts. Some products we have sold so far include; wine balancers, wine glass holders, upcycled pallet wall art, personalised mugs, keyrings and cakes. |

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| Section Five: Analysis of your market |
| a) How do you know there’s a need? | There is a gap in the market as there is no other enterprise club or similar being run within the school community.  |
| b) Who are your customers? | Our customers would be the local community, parents/carers, pupils and staff members within the school.  |
| c) Who are your competitors? | We have a few competitors on the local High Street that sell similar products however our products are more unique as they have been personalised.  |
| e) What prices will you charge? | £0.00 - £10.00 depending on the product. |
| f) What image are you trying to project? | We want to have the image of a friendly and kind business. This can be shown as we are donating most of our profits to charity.  |
| g) What methods will you use to promote and sell your product? | We will be mainly using word of mouth and posters within the school to gain customers i.e. teachers and pupils. However we will use the school social media account to advertise to parents/carers and the local community.  |
| **Section Six: Social, Environmental & Economic Impacts** |
| **Social Impacts** | We are providing financial assistance to local charitable organisations.  |
| **Environmental Impacts** | We are using off cuts and waste materials which helps the environment as they are recyclable.  |
| **Economic Impacts** | The economic impact will be pupils will be able to make high quality products using the better raw materials, this will lead to high profits due to high prices being charged.  |
| Section Seven: Start Up Issues |
| When did the enterprise start? Or when will it start? | The enterprise started on 23rd August 2018.  |
| Number and age group of pupils working on the project? | We have about 16 pupils who regularly attend the club. Their ages range from 11-14.  |
| Where will it run?  | The business runs in Beath High School’s CDT department. We have a workshop set up where we will manufacture the products.  |
| How often will the enterprise run? | The club runs once a week on a Thursday after school for one hour.  |

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| Section Eight: Finance |
| INCOME: Where will you find money to start up the enterprise? | We have used second hand products from previous projects to sell in order to gain some profits. We have also used waste materials from the school that have not cost anything therefore we have been able to make products without any money. This has also been very good for environment.  |
| EXPENDITURE: What expenditure will be incurred in running the enterprise? | Very minimal expenditure due to staff being volunteers and waste materials being used.  |
| Explain how you will make a profit and what you will do with your profit. | We will make a profit by selling our products at school events. Most of the money will go to charities we agree on and the rest will be re-invested back into our business, so we can continue to buy raw materials.  |
| **Anticipated Annual Turnover:** | £350.00 |