# Social Enterprise in Schools Business Plan

## School name: St. Margaret’s primary school, Dunfermline

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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 making a crazy slime shop with crazy recipes and a design your own slime station. It has a good chance of working because loads of children like slime and it can be really hard to make. Also some people aren’t allowed to make it at home. |
| **Section Two: Leadership** | |
| Who will lead the enterprise and where does it fit within the school’s structure? | The person who will be leading the enterprise project is our project manager Annie Kenny. Annie is the main project manager but we all play a part in the business. Our slime can be used as a stress or fidget toy and it will save the school money because they won’t have to buy all the stress or fidget toys for children who need them. Fidget toys come under our health & well-being in school. It keeps your brain healthy and helps you have a stress free life. |
| What leadership skills will you gain or begin to develop through the enterprise? | The leadership skills we will gain are communication when we are selling/making the slime or having a discussion. Also our teamwork skills because we need to work together to be a successful group. The leader will also gain the skills of leadership because they need to tell everyone what they’re doing well. They also need to make sure the accessories we buy are good quality but they have to be in a certain price ra nge because we can’t waste all of our money. |
| **Section Three: Objectives** | |
| **What are the main things you want to achieve with the enterprise?** | |
| Objective 1: | Our main objective to help our community by visiting the care home at Ley’s Park in Dunfermline and engaging with them. We will spend our profits on buying board games that we could play with them. |
| Objective 2: | Another is to build our skills and friendships with each other. We want to make new friends while selling our slime products. |
| Objective 3: | We also want to understand the value of money and how it impacts your life in the future. |
| **Section Four: Products/Services** | |
| What is the product(s) you are selling?  If it is a service, outline this as clearly as you can. | The products we are selling are different types of slime. We are selling fluffy slime, crystal slime, normal slime, glitter slime and colour slime. A small tub is £1, a medium tub is £2 and a large tub is £3.50. We also have a design your own slime for £5! |

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| **Section Five: Analysis of your market** | |
| a) How do you know there’s a need? | We know there is a need because lots of people recently have fallen in love with slime and just can’t stop playing with it! In addition, there is no shops nearby the school that sell slime or eco-friendly slime. |
| b) Who are your customers? | We are targeting children from the age 6 upwards but it doesn’t mean we will stop children aged 5 and under from buying. We also want to try and get people who have never even knew what slime was to get involved with our ideas. |
| c) Who are your competitors? | Our competitors, are the other people making slime like us for example The Works, Waterstones and The Entertainer. However, we have not heard of any other slime shops in this Dunfermline. |
| e) What prices will you charge? | Small retail price =£1.00 - cost price =£0.20-profit =£0.80  Design your own retail price £5 - cost price =approximately 1.30 -profit =£3.70  Medium retail price =£2 – cost price =£0.40 profit =£1.60  Large retail price =£3.50 – cost price = £0.60 profit = £2.90 |
| f) What image are you trying to project? | We will try to project an image that sees young happy kids playing with slime and laughing all day long. |
| g) What methods will you use to promote and sell your product? | We will use a logo, posters, flyers and our team will tell everyone about this at assembly. Also we will advertise using our school’s twitter account. |
| **Section Six: Social, Environmental & Economic Impacts** | |
| Social Impacts | Our social profit is going towards helping the elderly at Leys Park Road Care Home. We have a link with Leys Park Care Home because at Christmas our Glee Choir sings Christmas songs. Also some of the children in our school have relatives at Leys Park. Also some people might have no family members to visit them so they will feel lonely at times. |
| Environmental impacts | Slime is currently a problem with the environment as most slime is not eco-friendly. We think it is very bad for the environment and want to use eco-friendly glue. We will aim to use as little glue as possible. We have to use plastic containers but if they want to get more slime they can r-use their old containers and get a small discount for helping us save the environment. |
| Economic Impacts | Our profits will be used to invest in board games that we can use to engage with elderly people at Leys Park Care Home. We aim to buy these games from charity shops within Dunfermline as we will be able to buy these at a cheaper price, but mainly the money will help other charitable causes. We will have a backup price list of how much the board games will cost brand new from Smyth’s Toy Store just in case the board games are not available in charity shops. |
| **Section Seven: Start Up Issues** | |
| When did the enterprise start? Or when will it start? | Our enterprise would start at our school’s Christmas Fayre. Scottish Extravanganza and Summer Fayre. In between these times, we will sell our product at certain lunchtimes. Our product will take a week to prepare and make so customers will have to place orders and collect a week later. |
| Number and age group of pupils working on the project? | **5 people**  Annie Kenny = 11 yrs.  Fraser Todd = 11 yrs.  Mara Coulson = 11 yrs.  Ian Farquhar = 10 yrs.  Ben Croucher = 11 yrs. |
| Where will it run? | If we run it at school we would run it in the playground shed or the music room or the assembly hall stage. |
| How often will the enterprise run? | Once every 2 weeks. We would take orders on a Wednesday lunchtime and sell the slime on a Monday. |

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| **Section Eight: Finance** | |
| INCOME:  Where will you find money to start up the enterprise? | We could ask the parent council to help because it is going towards a good cause. We can also maybe use some of our own money from the Dragon’s Den Competition to get us started up. After the first week we will hope that we can earn enough money so we can use our profits to reinvest and start buying some board games. |
| EXPENDITURE:  What expenditure will be incurred in running the enterprise? | The amount of money that we will use isn’t very much because we have most of the resources at home but when we run out of ingredients it will cost £37.96 to buy all the resources again. |
| Explain how you will make a profit and what you will do with your profit. | We will make a profit because the cost of making the product is cheaper than the price we are selling the product at. Our profit margin gets higher as the size of our product increases, meaning we will make more profit if we sell more large and medium tubs of slime. Our profits will be used to buy new resources and buy board games to engage the elderly at Ley’s Park Care Home. |
| Anticipated Annual Turnover: | Approximately £600 if we manage to sell out of our products each time. |