# Social Enterprise in Schools Business Plan

## School name: St Margaret’s RC Primary 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 planning to run a superhero themed café in the school hall which will be called D.C. Cupcakes. It will be a chance for the community to relax and enjoy tea, coffee and cupcakes. This will have a good chance of working because we will make our own snacks / drinks and have comics / books to read while you enjoy your treats. |
| **Section Two: Leadership** | |
| Who will lead the enterprise and where does it fit within the school’s structure? | Leading our project will be the Project Manager / Salesman: Owen Anderson, our Order Taker/ Cashier will be Alex Vera, our Baker is Caitlin Tracey, our Drink Maker is Eilidh Sneddon and our Advertiser/ Salesman is Jake FitzGerald.  We will setup our business in the afternoon for tired parents picking up their kids and kids getting a treat. This will fit in because the schools focus this year is reading and with the comic theme you can read the comics to promote reading skills. |
| What leadership skills will you gain or begin to develop through the enterprise? | * Leadership * Creativity * Confidence * Communication * Art |
| **Section Three: Objectives** | |
| **What are the main things you want to achieve with the enterprise?** | |
| Objective 1: | To make a profit that will be shared between reinvesting for new resources and our social cause: St. Vincent de Paul. |
| Objective 2: | To make the first café in our school a success and help refresh people while they wait for their children. |
| Objective 3: | To learn more life skills about money, making profit and baking. |
| **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 going to sell cupcakes with icing (superhero logos) on top with an assortment of drinks including coffee, tea, diluted juice and water. These items will be served at a stall and everyone will be invited to come forward and place their orders. Comic books will be available to read and enjoy whilst they eat their treats. |

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| **Section Five: Analysis of your market** | |
| a) How do you know there’s a need? | We know there is a demand because there are no cafes within walking distance from some houses in our community. Also there are a lot of people in the school which will make our business grow because they would be interested in enjoying our treats. |
| b) Who are your customers? | The St. Margaret’s Community - The people that come to our school, that live near the school and anybody else who is picking children from clubs after school. |
| c) Who are your competitors? | Our competitors are other cafes in Dunfermline Such as Costas and Starbucks. However, they make their money and keep it for themselves where as part of our profits will go towards St. Vincent de Paul. |
| e) What prices will you charge? | The prices will be affordable but cover the cost of our ingredients.  Cupcake = £1  Tea / Coffee = 50p  Blackcurrant / Orange = 50p  Water = Free |
| f) What image are you trying to project? | We are trying to project the image that people can have a tasty snack and a nice drink whenever you want. You’re all superheroes to us by helping our business grow. |
| g) What methods will you use to promote and sell your product? | The superhero cupcakes will be attractive to children and our hot drink range will attract adults. We will put posters and information on the schools twitter page to show people when were open and the prices of our products. |
| **Section Six: Social, Environmental & Economic Impacts** | |
| Social Impacts | We will focus our social cause on helping St. Vincent de Paul. From our profits, after we took out the cost of reinvesting our resources, the remaining money will be used to make hampers. Each hamper will be include £10 of food, drink and clothing. These will be sent to help homeless people during the winter season. |
| Environmental Impacts | We will recycle all the plastic and reuse the cups and mugs after washing them. |
| Economic Impacts | We will use our profits to cover more baking ingredients and make *D.C. Cupcakes a* better place for everyone. Our profits will be used to make hampers to help people in need over Christmas and the Winter season. |
| **Section Seven: Start Up Issues** | |
| When did the enterprise start? Or when will it start? | We aim to setup our business for the first time during the school’s Christmas Fayre. After this we feel that setting up after the school’s Scottish Extravaganza event would be appropriate as the school community will already be in attendance. The third date is to be confirmed following the success of both dates. |
| Number and age group of pupils working on the project? | 10 to 12 Years |
| Where will it run? | It will run in our Assembly Hall. |
| How often will the enterprise run? | Our enterprise will happen at our Christmas Fayre, Scottish Extravaganza and we will also run it once a month on a Thursday |

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| **Section Eight: Finance** | |
| INCOME:  Where will you find money to start up the enterprise? | We will acquire the money from the dragons if they give us £30. If they do not invest, our backup plan will be to have a non-uniform day where children have to pay £1 each. We will use this for purchasing ingredients and to help D.C. Cupcakes start up. |
| EXPENDITURE:  What expenditure will be incurred in running the enterprise? | Our expenditure will be £9 for 112 muffins, then icing on top with edible superhero logos and we will also spend it on napkins and drink ingredients. We estimate that this will cost approximately £30 for all of our resources for the first time start-up. |
| Explain how you will make a profit and what you will do with your profit. | We will make a profit because we will charge more than it costs to buy our products in. With our profit, we will be able to make £10 hampers. The more times we run the business, the more hampers we can make to help others in need. |
| Anticipated Annual Turnover: | 1st time = estimated turnover £200 – costs £30 = £170 profit  2nd time = £170 – costs £30 = £140 + estimated turnover £200 = £340  3rd time = £340 – costs £30 = £310 + estimated turnover £200 = £510  £510 – costs £30 = £480 = 48 hampers to send to St. Vincent de Paul |