

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Tulliallan Primary School

Section One: Introduction and Background

Briefly, what is your idea and why has it a good chance of working?

Our idea is to open a café which is run by the pupils of Tulliallan Primary School. It has a good chance of working because we work as a team and we all work collaboratively. We have had the kitchen facilities for a few years and we use it well.

Section Two: Leadership

Who will lead the enterprise and where does it fit within the school's structure?

Primary 5 will be leading the enterprise. It fits in to the school structure because everyone works in a team together, the whole school can be involved and it covers lots of areas of the curriculum.

What leadership skills will you gain or begin to develop through the enterprise?

Confidence, responsibility, safety, respect and communication.

Section Three: Objectives

What are the main things you want to achieve with the enterprise?

Objective 1:

To support the schools clubs.

Objective 2:

To make a profit.

Objective 3:

To involve the community.

Section Four: Products/Services

<p>What is the product(s) you are selling?</p> <p>If it is a service, outline this as clearly as you can.</p>	<p>We will be selling biscuits, cakes and drinks. We aim to prepare food for different events in the school.</p>
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Section Five: Analysis of your market

a) How do you know there's a need?	We carried out market research. Interviews with children and staff too.
b) Who are your customers?	The community.
c) Who are your competitors?	
e) What prices will you charge?	Our range is approximately £0.30-£1.00
f) What image are you trying to project?	Fun, welcoming and friendly café.
g) What methods will you use to promote and sell your product?	Posters, social media and word of mouth.

Section Six: Social, Environmental & Economic Impacts

Social Impacts	Bringing people together, helping support learning with our extra-curricular clubs.
Environmental Impacts	Don't waste food and recycle where possible.
Economic Impacts	Develop our social skills and support local charities.

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	December 2018
Number and age group of pupils working on the project?	Up to 26 pupils Age 9-10 years old
Where will it run?	Tulliallan Primary school café.
How often will the enterprise run?	Thursday we bake and Friday we sell and every time we have an event at school we will bake our products to sell to the community.

Section Eight: Finance

<p>INCOME:</p> <p>Where will you find money to start up the enterprise?</p>	We baked for a few weeks and sold our products at tuck.
<p>EXPENDITURE:</p> <p>What expenditure will be incurred in running the enterprise?</p>	Our expenditure will mainly be on our ingredients.
<p>Explain how you will make a profit and what you will do with your profit.</p>	By selling our products at our tuck shop and to the parents/public at school events. We will use the profits from our café to support the schools clubs.
<p>Anticipated Annual Turnover:</p>	