

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Port Ellen Primary School

Section One: Introduction and Background

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

We are going to make soaps and bathbombs which we will sell at school events and to the Islay Hotel for their guests. We think this will work because soaps and bathbombs are easy and quick to make and we have had good feedback on our products. The Islay Hotel has said they will support us with our enterprise by continuing to order from us and we have sold lots of our products at school events already.

Section Two: Leadership

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

P4/5 will lead the enterprise. They will be supported by Miss MacRae, their class teacher. They have set up their business as part of an interdisciplinary topic relating to the world of work. They will continue to work on this as an enterprise topic in class and will share their skills with other members of the school through an afterschool club.

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

The children will have the opportunity to adopt a role within the business and learn to work together and support each other to work towards meeting deadlines and targets. The children will be encouraged to take responsibility for production, ordering, record keeping, packaging and delivery. They will have the opportunity to lead groups and share their skills with others as they set up an after school club.

Section Three: Objectives

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

Objective 1:

To develop enterprising attitudes and further develop the childrens interests in the world of work

Objective 2:

To foster an ethos of team work amongst the children as they support each other towards meeting a shared goal

Objective 3:

To make enough of a profit that we can continue to trade and work towards making a positive impact within our community by helping to develop our new path.

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 are selling handmade soaps and bathbombs. Because we are living on an island we decided on a sea theme. We make fish and starfish shaped soaps and package them in a shell.</p> <p>Bathbombs are wrapped in polythene and tied with ribbon.</p>
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Section Five: Analysis of your market

a) How do you know there's a need?	We have spoken to the manager of the Islay Hotel and he has said that they will continue to order from us.
b) Who are your customers?	Parents and friends of the school who attend school events The Islay Hotel
c) Who are your competitors?	Spirited Soaps is a soap company based on the Island
e) What prices will you charge?	A shell containing 3 small soaps is £1 A pack of two bathbombs is £1.50
f) What image are you trying to project?	Our company name, 'Scent-Citizens' aims to reinforce the fact that you are being good citizens by making and buying this product as some of the money raised will go towards helping the community. Our logo which is the world also reflects this. Our use of shells for packaging reflects our island home and the many lovely beaches we have.
g) What methods will you use to promote and sell your product?	We will sell our product in bulk quantities to the Islay Hotel. We will also sell our products as school events. We have made leaflets for the bedrooms in the Islay Hotel to explain who we are.

Section Six: Social, Environmental & Economic Impacts

Social Impacts	By helping to develop the new community path, we hope that we will encourage people to make use of it. By encouraging people to go for walks we are encouraging them to lead a healthy lifestyle. Our path will also encourage tourists to explore our island.
Environmental Impacts	We will buy plants with our profit. Planting new plants and trees is good for the environment. We will look after these plants as part of our eco schools work.
Economic Impacts	

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	<p>Last christmas, P5 made soaps for the Christmas fair and were asked to make some for the Islay Hotel.</p> <p>Since the summer, P4/5 have been developing their knowledge of the world of work through a variety of interdisciplinary topics/tasks. The children wanted to set up their own business and since October they have been developing their understanding of social enterprise and been working towards the developing their business.</p>
Number and age group of pupils working on the project?	P4/5 are the class running the business. This consists of 17 children. They would like to develop the business by running an after school club which would allow other members of the school to take part.
Where will it run?	It will run in school
How often will the enterprise run?	Between October and December the children have been engaging in daily activities relating to the enterprise business. After Christmas time will be given in class every fortnight and a weekly after school club will be set up.

Section Eight: Finance

INCOME: Where will you find money to start up the enterprise?

The school provided the class with a loan for initial supplies which we have paid back with money made.

EXPENDITURE: What expenditure will be incurred in running the enterprise?

Costs incurred will be for supplies for making products and wrapping.

Explain how you will make a profit and what you will do with your profit

We will make a profit through selling our soaps and bathbombs at a price which will cover our costs. We will reinvest some of our profit into our business for supplies. We plan to use some of our profit to help develop the new distillery path linking the village with Ardbeg, Laphroaig and Lagavullin distilleries. We have written to the distilleries asking if they will donate us some barrels to put along the path and we will buy compost and plants to put into them. We will also work to maintain the barrels.