

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Dingwall Primary School (Deaf Unit)

Section One: Introduction and Background

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

Selling dog biscuits – most houses have dogs

Section Two: Leadership

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

Termly sale:
Fits in with the schools
Deaf Base

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

- Organising
- Researching
- Confidence

Section Three: Objectives

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

Objective 1:

Make lots of money for the charity we are supporting

Objective 2:

Make people aware of hearing dogs for the deaf

Objective 3:

Make more people deaf aware and promote positivity in how they can help deaf pupils

Section Four: Products/Services

What is the product(s) you are selling?

If it is a service, outline this as clearly as you can.

Dog biscuits – 3 flavours:

“Cheesy paw prints”

“Sardine bones”

“Chicken bites”

Section Five: Analysis of your market

a) How do you know there’s a need?

Need to make pupils more deaf aware – knowledge/expertise (personal to the pupils)

b) Who are your customers?

Pupils, teachers and parents

c) Who are your competitors?

All shops but personal message is unique

e) What prices will you charge?

30p per biscuit or 2 for 50p

f) What image are you trying to project?

Positivity – “can do” attitude

g) What methods will you use to promote and sell your product?

Posters – contact charity for ideas
Sell biscuits

Section Six: Social, Environmental & Economic Impacts

Social Impacts	Confidence, communication skills and BSL
Environmental Impacts	Green (no) waste Cooking in bulk to minimise electricity
Economic Impacts	Raise money for charity

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	October 2014
Number and age group of pupils working on the project?	Five pupils – P3 to S1
Where will it run?	Dingwall Primary School
How often will the enterprise run?	termly

Section Eight: Finance

INCOME:

Where will you find money to start up the enterprise?

Raise funds from book sale and school petty cash

EXPENDITURE:

What expenditure will be incurred in running the enterprise?

Cost of food, plates and packaging

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

Sell biscuits and raise money to reimburse cost to maintain business. Excess to charity [Hearing Dogs for the Deaf].