

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Eastmuir Primary

Section One: Introduction and Background

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

A fairtrade cafe

Section Two: Leadership

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

The Enterprise committee – we meet every week.

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

We will buy food, make decisions, talk to each other and listen. We will choose what we will sell and make posters to advertise.

Section Three: Objectives

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

Objective 1:

We want to tell our friends about Fairtrade.

Objective 2:

We want to raise money for fairtrade

Objective 3:

We want our friends to try healthy fruit

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>Fruit, fruit kebabs, chocolate dip, sometimes we will have fruit juice or pancakes with chocolate spread.</p>
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Section Five: Analysis of your market

a) How do you know there's a need?	Sometimes people don't have any snacks
b) Who are your customers?	The children and adults
c) Who are your competitors?	We don't really have any
e) What prices will you charge?	£1 to come into the café and choose things.
f) What image are you trying to project?	We want to be fair and healthy
g) What methods will you use to promote and sell your product?	We are making posters and writing a letter to parents. Mrs McMillan will put it on twitter.

Section Six: Social, Environmental & Economic Impacts

Social Impacts	We will meet together in the café to chat. We will try new foods.
Environmental Impacts	
Economic Impacts	We will help farmers to get a fair price for their work.

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	Middle of March
Number and age group of pupils working on the project?	10 pupils from P3- P7
Where will it run?	In our life skills room
How often will the enterprise run?	Once a month

Section Eight: Finance

INCOME: Where will you find money to start up the enterprise?	Ask the school fund or the Parent council
EXPENDITURE: What expenditure will be incurred in running the enterprise?	We will need to buy food to start the business
Explain how you will make a profit and what you will do with your profit.	We will ask for more money than the food costs.
Anticipated Annual Turnover:	£50