

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Dornoch Academy

Section One: Introduction and Background

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

Selling hand-crafted chocolate bars and gift-sets to gain skills for life and work, and provide financial assistance for the local *Common Ground* initiative which support adults with learning difficulties.

Section Two: Leadership

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

Those involved feel that they have become more confident managing money and people. The group works completely independently from staff and have responsibility for stock taking, production, design, marketing and selling of all merchandise. The pupils have also visited and developed a strong relationship with the group members and volunteers at the *Common Ground* so that they can see the impact that their profits are having on the local community. The pupils feel that the social enterprise has enhanced their employability skills and are proud to have been part of this initiative. Several former members of the group have found local employment as a direct result of being a part of "Braw Chocolates".

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

It was determined that there was a need to develop the career management skills of some pupils in the senior phase of school. By starting a business pupils would have the opportunity to put learning into a 'real life' context. Social Enterprise is an option choice and is timetabled for students but many of the participants also work on the business in their spare time because of its success. Pupils make excellent use of social media and have a large following on Facebook.

<https://en-gb.facebook.com/brawchocolate/>

Section Three: Objectives

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

Objective 1:	Provide financial assistance for the local Common Ground initiative
Objective 2:	Gain skills for life and work
Objective 3:	Raise awareness of the importance of support for adults with learning difficulties

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>Pupils decided to produce hand-made chocolates. At first they sold a basic product locally but as their reputation and brand grew they started to make bespoke products and take orders from all over Scotland. Merchandise is also sold in shops in Inverness and at Falls of Shin. Chocolate bars sell for £2 but speciality products can cost from £5 to £10. The business makes most of its profits at Christmas time and capitalises on the fact that there are limited opportunities to buy custom-made chocolates locally. Valentine's Day and Easter are also good periods for sales.</p>
---	--

Section Five: Analysis of your market

a) How do you know there's a need?	At first, the students did not know what social enterprise was and in addition to the workshop they received from the Social Enterprise Academy, the group visited several different social enterprises across the Highlands to get inspiration and find out where there might be a gap in the market.
b) Who are your customers?	Initially customers local to the school but we now receive mail order requests from across Scotland
c) Who are your competitors?	Thorntons, chocolate and gift shops locally
e) What prices will you charge?	Chocolate bars sell for £2 but speciality products can cost from £5 to £10.
f) What image are you trying to project?	Hand-made, bespoke, specialty products with interesting flavour combinations
g) What methods will you use to promote and sell your product?	We will use word of mouth so we need to make sure that our product is consistently high quality. We will also use social media to build our profile in the local area.

Section Six: Social, Environmental & Economic Impacts

Social Impacts	
Environmental Impacts	
Economic Impacts	

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?

Number and age group of pupils working on the project?

Where will it run?

How often will the enterprise run?

Section Eight: Finance

INCOME:

Where will you find money to start up the enterprise?

EXPENDITURE:

What expenditure will be incurred in running the enterprise?

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

Anticipated Annual Turnover: