

SOCIAL ENTERPRISE IN EDUCATION BUSINESS PLAN

School name: Drumchapel High School

Section One: Introduction and Background

Briefly, what is your idea and why has it a good chance of working?	Our Social Enterprise business is called HOPE; a business that helps teenagers with anxiety and depression. This enterprise has a good chance of working within the school as school pupils will be our main customers.
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Section Two: Leadership

Who will lead the enterprise and where does it fit within the school's structure?	The three of us within the group will lead the project. Currently we have been planning our enterprise project within our Wider Achievement class. It will fit well into the school structure as an after school or lunch time club.
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What leadership skills will you gain or begin to develop through the enterprise?	This will give us great teamwork and communication skills as we will be working together to plan and develop our business.
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Section Three: Objectives

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

Objective 1:	To help support teenagers with anxiety and depression.
Objective 2:	To educate people about anxiety and depression.
Objective 3:	To teach other people how to support teenagers with anxiety and depression.

Section Four: Products/Services

What is the product(s) you are selling? If it is a service, outline this as clearly as you can.	To help raise money initially we will be holding a bake sale one day at school during break and lunchtime. From the money we raise we will buy our supplies to start our club. During our club people can design their own t-shirt £5 and/or bracelet £1.50 or just use the club as a place to relax.
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Section Five: Analysis of your market

a) How do you know there's a need?	Teenagers can go through a lot during their time at school and experience things such as bullying, losing a loved one and stress from exams. This can all lead to anxiety and depression.
b) Who are your customers?	Pupils within the school.
c) Who are your competitors?	As we have other pupils doing bake sales in the school the might initially be our competition.
e) What prices will you charge?	Bracelets £1.50 Design you own T-shirts £5 Bake sale cakes 50p-£1
f) What image are you trying to project?	We HOPE we are seen as approachable and that the club is seen as a safe place to relax.
g) What methods will you use to promote and sell your product?	We will advertised in school by making posters, having tannoy announcements and speaking at assemblies.

Section Six: Social, Environmental & Economic Impacts

Social Impacts	Pupils will hopefully enjoy the club and feel good about themselves.
Environmental Impacts	We will make sure that we doesn't waste any materials and try and use recycled materials. We will also make our own stencils for the t-shirt design rather than buying them in.
Economic Impacts	The profits from the club will go towards more things for the club that will help the pupils who attend.

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	We hope to start the enterprise after Easter as it is the most stressful time of the year for pupils in the school who are sitting exams.
Number and age group of pupils working on the project?	400 pupils aged 11-18
Where will it run?	In the school
How often will the enterprise run?	Once a month to begin with.

Section Eight: Finance

INCOME: Where will you find money to start up the enterprise?	We will bake cakes ourselves and ask staff to bake cakes as well to sell to raise funds.
EXPENDITURE: What expenditure will be incurred in running the enterprise?	We will initially buy the ingredients for the cakes ourselves and also get staff to bake them. To start the club we will need to buy t-shirts, fabric dyes, thread, beads.
Explain how you will make a profit and what you will do with your profit.	We will try and get as many items for free as possible. For anything that we have to buy like the t-shirts we will make sure they are low cost. The profit that we make will go towards other projects for the club that will help pupils de-stress.
Anticipated Annual Turnover:	£1000 approx