



SEATON ACADEMY

Business Plan

Bright Stars Project
Evidence

Business Mentors : Firpress Ltd



FIRPRESS
Design • Print • Signage

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Business Idea

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How we developed our business idea

Discussion with pupils talking about what they might like to do for the Enterprise project. From the ideas we discussed if that may be a product or service and the difference between the two.

Pupils were particularly keen to make something they could share with their families but also the wider community.

The final decision resulted in a School Cookbook idea that would feature family favourite recipes and could be sold to the parents/carers of the school and wider community. Donations could be made to the local foodbank from any profits made.

This idea linked perfect with their Business Mentor's Firpress Ltd as they could offer advice on print and assist with the final production of the book.

Links were also established with ASDA supermarket for further advice on recipes and ingredient information and costs etc.

Business Name

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How we picked our Business Name and Logo

Next, discussions were held to create a name for the business.

The following items were part of the consideration process –

The name should be

- easy to pronounce
- easy to remember
- relate to the school
- describe what the business offers.

Activity sheets created for the pupils allowed them to circle their favourite name from all the options created.

A second activity was for pupils to draw ideas for logos or items they would like to appear in a logo, from this Firpress created a sheet of logo ideas for them to choose a logo and decide on colours.

Seaton Academy Cookbook
Logo Design/Activities

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What do you think we should name our Cookbook?
Choose from the options below or write your own!

1. Seaton Academy Cookbook
2. Seaton's First Cookbook
3. Seaton Academy's Family Favourites
4. Seaton Academy's Children's Favourites
5. Seaton Academy's Kid's Classics
6. Write your own...


Seaton Academy Cookbook
Logo Design/Activities

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Do you have any more ideas for our logo? Draw them here!



Here are some things you could include...



Logo Choosing

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Activity to help choose our logo

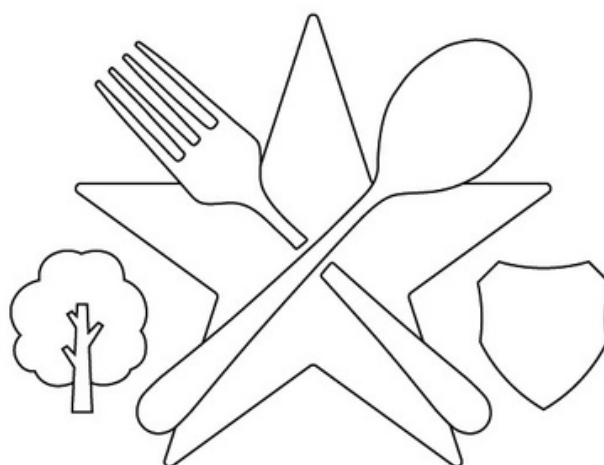


Seaton Academy Cookbook
Logo Design/Activities



What colours do you think we should use in our logo?

Colour in the logo below...



Seaton Academy
Cookbook

Seaton Academy Cookbook
Logo Design/Activities



Which logo design for our Cookbook do you like best?
Circle your favourite (:



Why do you like this logo best?



Winning Logo

and Book Title Winner!

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The pupils wanted a logo that incorporated the School Council & Green Team as they both Joined forces to create the 'Bright Star's Team'!

The first cook book would feature Family Favourite Recipes - to encourage families to make the meals and enjoy them together



Business Objectives

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Discussion with pupils about what they wanted to achieve from the cookbook, things that would make their book different to others and make people want to buy it.

Business Objectives:

1. Having photos of the pupils who chose the recipes to make
2. Using family favourite recipes that pupils could then make with their parent/carer
3. Looking at enough recipes to cover 1 full week of meals
4. Making healthy recipes
5. Making recipes that are cost effective
6. Sell at a price that is affordable but leaves profit which could be donated to a good cause (ie veg planting seeds, donation to food bank)
7. Style book in a way if they wanted to make more in the future format was easy to follow on

A game was played with the pupil – ‘Whats in the box ‘ guessing ingredients leading on to discussions about what ingredients go in their recipes and also chat about what is and what isn't a healthy item.

Team Work & Collaboration

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Discussion with pupils about the importance of 'Team Work & Collaboration'

Each week as part of their mentor lessons Firpress staff brought games along for the pupils to participate in, these games always required the children to work in teams to solve, whilst working in their groups a leader would be nominated to make choices or represent the team.

Following the games discussions around the project would then take place utilising the team work and leadership skills to make decisions on how the Cook Book would come together.

- Joint work on choosing logo elements & colours
- Collaboration with the community for recipe ideas
- Collaboration with games and the visit to Asda around what are healthy ingredients
- Collaboration with School, Firpress and ASDA for marketing



Marketing Ideas

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Any Competitors?

Discussions with the pupils were held to figure out who their customers are and what competition there is.

Pupils decided their target audience is primarily parents/carers/staff of the school, it is also hoped the wider community may purchase some of the books if well marketed and perhaps the support from ASDA may allow some sales there.

How are we going to promote?



Marketing Plan

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How will we let everyone know about our cookbook?

- To be advertised on School Socials / Firpress Socials
- To be detailed on Homework App
- Produce Poster/Flyer
- Inform local communities
- Sales on stall at local ASDA Supermarket

Pupils to prepare mini video on promotion of cookbook to go on social sites and also to send off to local newspaper.

Link on school website also promoted by Firpress for direct ordering of the books,

Notice to be sent to local Parish Council to promote the book to the local community!

ASDA have offered a stall at the front of the shop where pupils and helpers can go and sell copies of the book on to the general public

Posters produced to promote the sale of the books.

School to inform parents via Homework App

There are no extra involved in the marketing which we may need to add to business plan due to their being no costs in advertising on social media and 2 x Posters included in costs of producing booklets from Firpress Ltd.

Marketing Evidence

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How we let everyone know about our cookbook

- Adverts on School Socials / Firpress Socials
- Also sent on Homework App
- Posters were displayed in school
- Sales on stall at local ASDA Supermarket



Seaton Academy
10 May · 🌐

Today our Bright Star Team (Eco Council and School Council) went to [Asda](#) Workington to price the best value items for their 'Project'. They decided that quality was important, balanced with cost. The children sourced many items, compared prices and also developed some marketing ideas! Can you guess what the children are developing yet? All will be revealed in the next couple of weeks! [Firpress Centre for Leadership Performance](#)



Firpress
24 May at 10:31 · 🌐

🌟 SEATON ACADEMY COOKBOOK NOW ON SALE 🌟

Over the last few weeks we've been working with the staff and children at [Seaton Academy](#) to produce a cookbook as part of the [Centre for Leadership Performance](#) Bright Stars programme! 🌟 We had the children in our design studio, digital print room and finishing department down in the factory to show them how their books would be made - the children even had a hand in production themselves! 🙌

We're proud to have been part of the Bri... See more



Business Start up Costs?

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Business start-up costs

There are no staff or running costs needed for the business as we are producing a product which can be sold on



Design & Print of Cookbook

Each of the cookbooks will carry a cost to produce.

Once the recipe and content was decided Firpress was able to prepare a cost to produce.

Discussions with the pupils around costs, selling price and profits

How many to initially order?

How much to sell the books for?

Firpress explained how much will it cost to make the books and also explained that to make a profit the pupils will need to charge more for their books than it costs Firpress to make them.

Initial order of 225 was agreed with a selling price of £5.00 per book.

Business Plan Road Map!

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Bright Stars : Business Plan Road Map

1 - Our Idea

How we developed our business idea

3 - Business Logo

Creating the logo for our business

5 - Marketing

How will we let everyone know about our business?

8 - Trading Ends!

Time to send everything to Bright Stars!

2 - Business Name

Create a name for the business

4 - Our Goals

What do we want to achieve from our business?

6 - Production

How will we make the product to be sold by our business?

7 - Budget Plan

How we created our budget plan



Budget Plan

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Budget Plan



Cost to produce booklets	£295
Number of booklets	225
Cost per booklet	£1.32
Selling price per booklet	£5.00

Potential Profit if all books sold £1125- £295 £830.00

Actual Sales as of 9th June 2023

Actual number of books sold	165
Amount of money made	£825
Less amount of money spent (£295)	
Profit Made	£530



Books not sold during the Bright Star competition will be placed on a stall to be sold at the Christmas Fair

Profits & How to Spend

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Our commitment to change

The fantastic £530 profit made will be distributed as follows:

£265 to be donated to North Lakes Food Bank



The remaining £265.00 from the Bright Stars project and also any further money made from the sale of the books at the Christmas Fair will be decided as follows:

The pupils will link in with their classes and make a 'Bright Stars' team decision on how to spend the remaining money in school, in a way which will impact all children.



Submission to Bright Stars & Future Plans

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Submission to Bright Stars

Project submitted to Bright Stars for Judging!

Working document of all we have done and inclusion of

- Business Idea
- Team Work & Collaboration
- Business Plan
- Business Logo
- Marketing Ideas and Plan
- Budget / Profits and how money will be spent

Final video in summary and a 'Big Thank You!

What's next?

Our future plans for the business. Dream big!

These plans may include expansion projects and maybe another category of recipe book!

Discussed with pupils the impact our project may have on the wider community and the importance of the North Lakes Food Bank Donation.

Pupils will link in with their classes and make a 'Bright Stars' team decision on how to spend the remaining money in school, in a way which will impact all children.



Family Favourites

A collection of simple, budget-friendly recipes for all the family!



Produced by Seaton Academy
in collaboration with Firpress Ltd
as part of the Centre for Leadership
'Bright Stars' Programme.



