

Our *BRIGHT STARS Oct23 Social Enterprise* Business Plan

School Name:

Broughton Moor Primary School

Business Name:

Tradimals

What are you raising money for (cause/charity)?

WWF

Business Description

What is your business idea?

Trading cards featuring 'critically endangered and endangered species to raise awareness.

Is it a product or a service or both?

It is a product but we will also be offering a 'Trading Club'.

Marketing

Who are your customers?

Children - from our school.

Where are your customers based?

Our school - Reception/Nursery → Year 6

How will you advertise?

Class Dojo

Assemblies

posters

Advert

Where and when will you sell your product or service?

In the hall, daily at 12:30

Trading Club will be 12:30-1 on a Wednesday.

How will you raise awareness of your cause or social enterprise ideas?

Through posters, adverts and word of mouth

Will you have a company name, logo or mission statement?

- Trademarks
- The logo will have 4 bunnies to represent the cards.
- Mission Statement/slogan: 'The little cards that go a long way...'

Finances

What will you do with your £50?

Think creatively. Remember you can write to organisations to ask for free donations and can reinvest at any time.

We will purchase resources that we are not able to make ourselves or that we need to produce the cards, such as laminating pouches.

What will you spend the £50 on?

- envelopes
- printer ink
- paper
- stickers
- laminating pouches

What will you charge for your product or service?

£1 for a pack of 4 cards

From the profit you make at least half can go to your chosen charity or half back to developing your social enterprising plans, have a think about how much you want to make?

We would like to make enough to adopt an animal and to help make a difference to the conservation of the world's most endangered species.

Products and Services

What do you need to be able to do it?

We need lots of hard work, teamwork and time.

Who do you need to help?

We need adult help to use some resources, such as a guillotine.



Job Roles

Who is going to do what?

Product Manager - Chloe
Finance Manager - Henry
Sales Leader - Lorie
Marketing Manager - Edie
Blogger - Felicity
Photographer - Inara

What job roles will you need and what skills?

- Designers
- Illustrators
- Researchers
- Packaging
- Manufacturing
- Sales
- Marketing
- Finance Manager
- Project Manager

How will you all work as a team?

- Packing and manufacturing - everyone was involved in the production line.
- Rota to plan who was selling.
- We voted so that everybody has a say.

Sales:
Heidi
Mason

Illustrators:
Laylah
Freya

Researchers:
Esmé
Harris

Manufacturing:
Riley
Phoebe

Packing: Scarlett
~~India~~ India

Make a Difference

What difference will your social enterprise make to your school or your local community?

- Make people want to do more to help the environment and protect the world's endangered species.
- To encourage communication across school and to work collaboratively.

What UN Global Sustainability Goals does your social enterprise best fit with?

SDG 12 - Responsible consumption and production

SDG 13 - Climate Action

SDG 14 - Life below water

SDG 15 - Life on land