

## Our **BRIGHT STARS** Social Enterprise Business Plan

School Name:

St Herbert's Cof E School

Social Enterprise Business Name:

Herbie's Hand washing Service

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

Calvert Trust

### 1. Business Description

What is your business idea?

To run a car wash and serve refreshments

Is it a product or a service?

Service





## 4. Marketing

Who are your customers?

- The local community
- Parents.

How will you advertise/ raise awareness of your social enterprise?

- facebook
- parentmail.
- posters around school.

Where and when will you sell your product or service?

- Tuesday 18<sup>th</sup> June
- school car park. 1-3 pm.

Will you design a logo or have a mission statement?

No

## 5. Job roles

Who is going to do what? Who is in charge? - School Council.

Evie + Amelia - write to companies for donations.

Phoebe + Maybelle - Posters

Finlay + Harry - Budget.

Everybody else will help out with the car washing.





## 2. Production

What do you need to be able to do it?

- organise who will do what
- buy the things we need
- advertise the event

## 3. 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

What will you spend your £50 on?

hose pipe  
sponges  
detergent  
clothes  
buckets.

What will you charge for your product or service?

£5 per car  
£1 for a cake and a drink





## 6. Make a difference

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

- community spirit.
- sense of supporting a local charity.

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

- Reduced inequalities
- Partnerships for goals
- Industry, innovation and infrastructure