

Our **BRIGHT STARS** Social Enterprise Business Plan

School Name:

Boltons C of E Primary School

Social Enterprise Business Name:

Fruitlicious Boltons

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

Watchtree Nature Reserve

1. Business Description

What is your business idea?

Our idea is to make fruit kebabs to sell to parents and children at school. We are hoping to sell them in one afternoon in the final week of trading. We are hoping to try and sell kebabs to people in the local community too.

Is it a product or a service?

A product - fruit kebabs



2. Production

What do you need to be able to do it?

- Decide on which fruits we are going to use and how many pieces of each fruit we will use on each skewer.
- Decide on how we are going to present the kebabs.
- Think about how we will promote our product.
- Decide on when we will sell the kebabs.
- Decide on what we will put the kebabs into to sell them

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?

If we need to, we will buy fruit, skewers, labels and bags for our business. This is what we will spend our £50 on.
We will ask companies for donations first though, before we use any of the money.

What will you charge for your product or service?

We will need to individually price each item we use (including each individual piece of fruit) but we hope to charge about £1 for each kebab.



4. Marketing

Who are your customers?

Children, parents and hopefully local members of the community.

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

We will make posters, which will be emailed to all the parents and we will hand deliver to the local residents in the village. We will also write letters, which will be sent to companies to ask for donations.

Where and when will you sell your product or service?

We will sell them in school in one afternoon and towards the end of the trading period.

Will you design a logo or have a mission statement?

We will design a logo that the design team will work on.

5. Job roles

Who is going to do what? Who is in charge?

We will have the following teams:

- Finance team
- Marketing and customer service team
- Managing director
- Head of production
- Production
- Design team

To decide on who will be in each team, we will write out job applications and be interviewed for our chosen positions by James and Liza.



6. Make a difference

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

It will promote a healthy and nutritious snack for both children and adults. With the children having to cut the fruit into individual parts and to count how many pieces of fruit are in each pack, it will give them a better understanding of how much it also costs. It will also help them learn how much money can be lost if they waste any fruit.

We are going to include labels on each of the kebabs and we will include information about what benefits each piece of fruit provides. This will help teach people why it is important to eat fruit.

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

- Goal 2 - End hunger and malnutrition
- Goal 3 - Ensure healthy lives and well-being
- Goal 4 - Ensure quality education and learning