



Our BRIGHT STARS Social Enterprise Business Plan

School Name:

Langwathby Cof E Primary School

Social Enterprise Business Name:

Awlets

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

Nature / Wildlife - connecting wild spaces in school and the village

1. Business Description

What is your business idea?

'Awlets' a pop up store selling different items each time, according to customer research. Ideas include:

- | | | |
|-------------|--------------------|--------------|
| - Lemonade | - Bracelets | - Biscuits |
| - Smoothies | - Ice cream | - Flopjacks |
| - Slime | - Cakes | - Badges |
| - T-shirts | - Clay decorations | - Keychains. |

Is it a product or a service?

product



2. Production

What do you need to be able to do it?

To have the skills, the materials and the time to make the products and market 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?

Invest it in materials, using donations, seeking reduced prices where possible

What will you charge for your product or service?

Depends on the item



4. Marketing

Who are your customers?

All of school but not all at once as they may stop buying

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

Social Media; local memo.

Where and when will you sell your product or service?

Break times spaced out

Will you design a logo or have a mission statement?

Designed a Brand + logo

5. Job roles

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

See list in class for sub teams.

Team leads:

Managing Director: FS

Marketing: AB

Head of Production: EC

Design: NH

Finance: JM

Customer Service: AB



6. Make a difference

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

It supports Sustainable development goals : Well being + Life on Land + Supports School Council + the wider community + natural world.

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

Well being (being near nature)
Life on Land (Habitat provision)