



# Business Plan

Bright Stars Project  
Evidence

Business Mentors : Firpress Ltd





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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. They were also very keen on incorporating something that encompassed well being and mental health as it is such a current and important topic

The final decision resulted in a Wellness Activity book idea that would feature activities and tips and could be sold to the parents/carers of the school and wider community.

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.

# 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.



We discussed the elements that should form part of the logo and all agreed on the hands, stars and name Mindful Me.

A second activity was for pupils to decide the sort of colours they would like to appear in a logo, from this Firpress created a sheet of the logo ideas for them to decide on colours.



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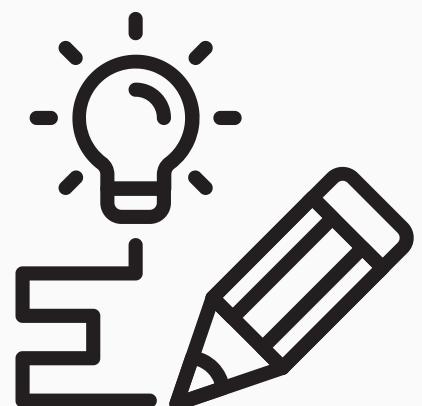
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# Logo Choosing

Activity to help choose our logo



After sorting the coloured pages, Firpress then went away to put the main ideas into a proper design for the pupils to select their favourite one!



# Winning Logo

and Book Title Winner!

The pupils wanted a logo that incorporated the School Stars, the title and also two hands hugging the logo.

It was decided to have each hand a different colour to have a more inclusive representation.

The pupils also really like the idea of a rainbow which would have made the log too busy but we promised them it would instead feature on the cover of the book!



# Business Objectives

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 activities and information to include
2. Ensuring everyone who looked at the book understood what emotions were.
3. To include activities that could be done alone as well as with someone
4. Making sure one of the activities promoted healthy movement
5. Have a support page with signposts of where help can be found
6. Sell at a price that is affordable but leaves profit which could be donated to a good cause or used with other school funds to benefit all the pupils in the school.
7. Style book in a way if they wanted to make more in the future format was easy to follow on.

# 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 Activity Book would come together.

- Joint work on choosing logo elements & colours
- Collaboration with the community for activity ideas
- Collaboration with School Council and Firpress 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.

## How are we going to promote?



# Marketing Plan



## How will we let everyone know about our Activity Book?

- To be advertised on School Socials / Firpress Socials
- To be detailed on Homework App
- Produce Poster/Flyer
- Inform local communities
- 

Pupils to prepare mini video on promotion of Activity book 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!

Posters produced to promote the sale of the books.

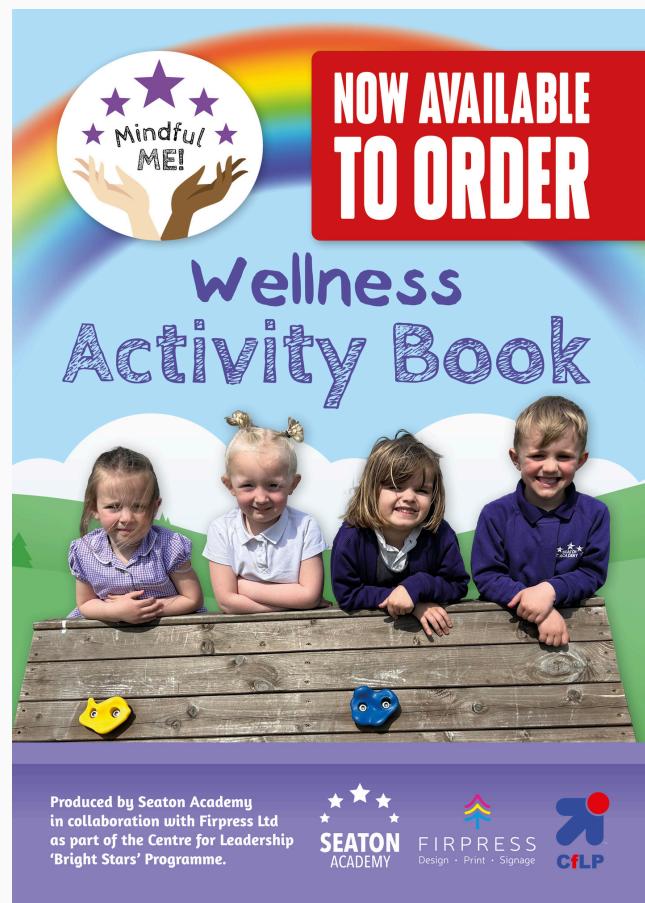
School to inform parents via Homework App

There are no extra set up costs 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

## How we let everyone know about our cookbook

- Adverts on School Socials / Firpress Socials
- Also sent on Homework App
- Posters were displayed in school
- 



# Business Start up Costs?

We all created this activity book with the help of our teachers at Seaton Academy and Firpress Printers!

**SEATON ACADEMY**

**Noah**  
What makes me happy:  
Having food at my Grandma's house.

**Seth**  
What makes me happy:  
Playing with my toy robot.

**Eliza**  
What makes me happy:  
Playing with my pet bunny rabbit.

**Jude**  
What makes me happy:  
Playing on Fortnite.

**Chloe**  
What makes me happy:  
Playing with my friends and going to the park.

**Emilia**  
What makes me happy:  
Playing board games and doing gymnastics.

Wellness Activity Book

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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.

**Meet the Team!**

**Jack**  
What makes me happy:  
Watching TV & eating birthday cakes.

**Aneka**  
What makes me happy:  
Walking my dog Murphy at the park.

**Addisanne**  
What makes me happy:  
Going to the park with my mummy.

**Reuben**  
What makes me happy:  
Playing on my Nintendo Switch.

**Freya**  
What makes me happy:  
Playing outside and reading.

**Willow**  
What makes me happy:  
Being with mummy and daddy.

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Seaton Academy 'Mindful Me'

## Design & Print of Cookbook

Each of the cookbooks will carry a cost to produce.

Once the activities and other content was decided, the number of pages for the booklet was clear and Firpress was then 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 150 was agreed with a selling price of £5.00 per book.

# Business Plan Road Map!

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# Budget Plan

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## Budget Plan

|                           |       |
|---------------------------|-------|
| Cost to produce booklets  | £205  |
| Number of booklets        | 150   |
| Cost per booklet          | £1.37 |
| Selling price per booklet | £5.00 |

Potential Profit if all books sold £750.00- £205 £545.00

## Actual Sales as of

|                                   |      |
|-----------------------------------|------|
| Actual number of books sold       | XXX  |
| Amount of money made              | £XXX |
| Less amount of money spent (£205) | £XXX |
| Profit Made                       | £XXX |



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

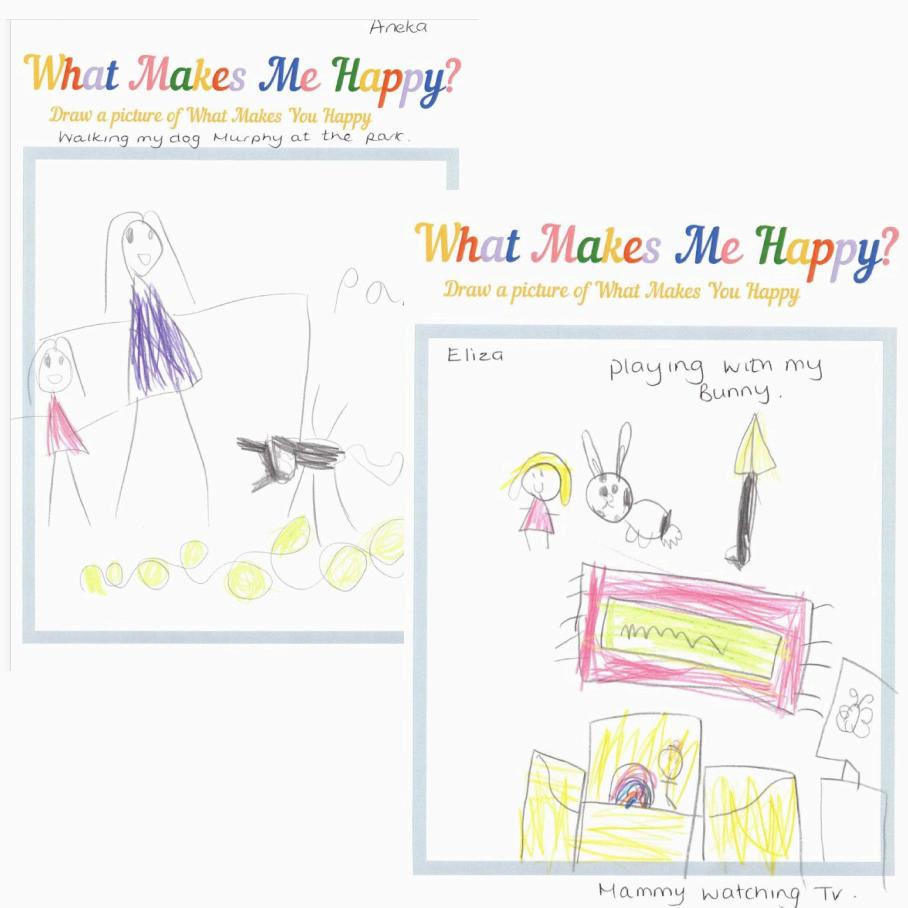
# Profits & How to Spend

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## Our commitment to change

The fantastic £XXX profit made 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

## 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!'

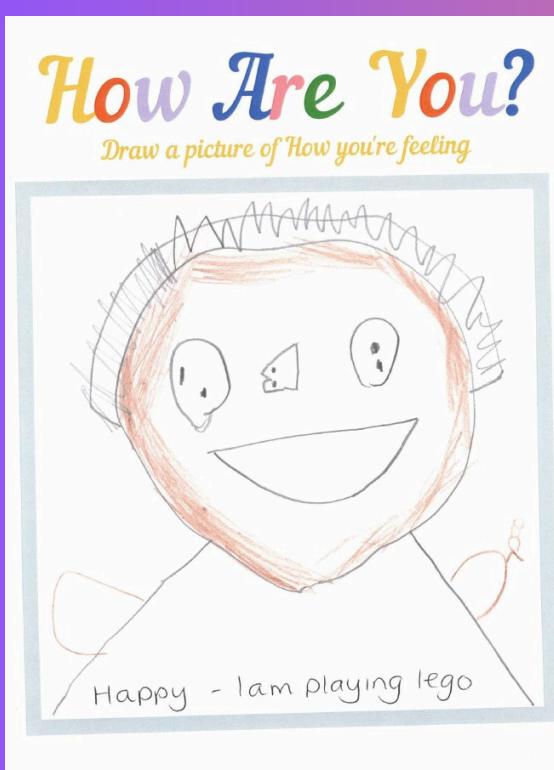
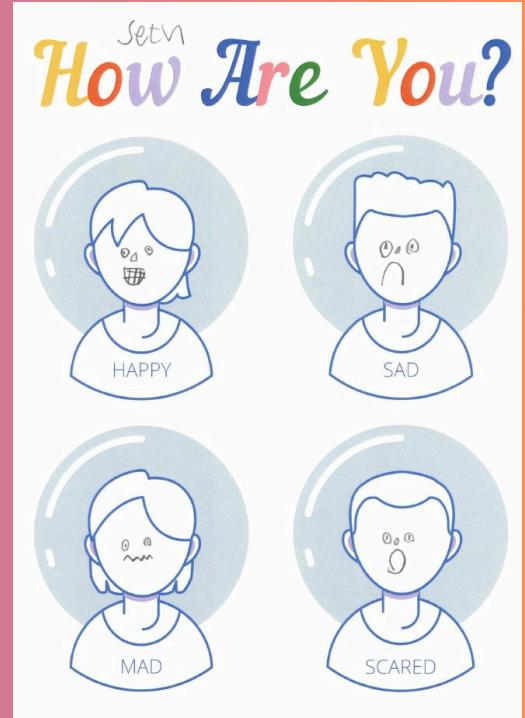
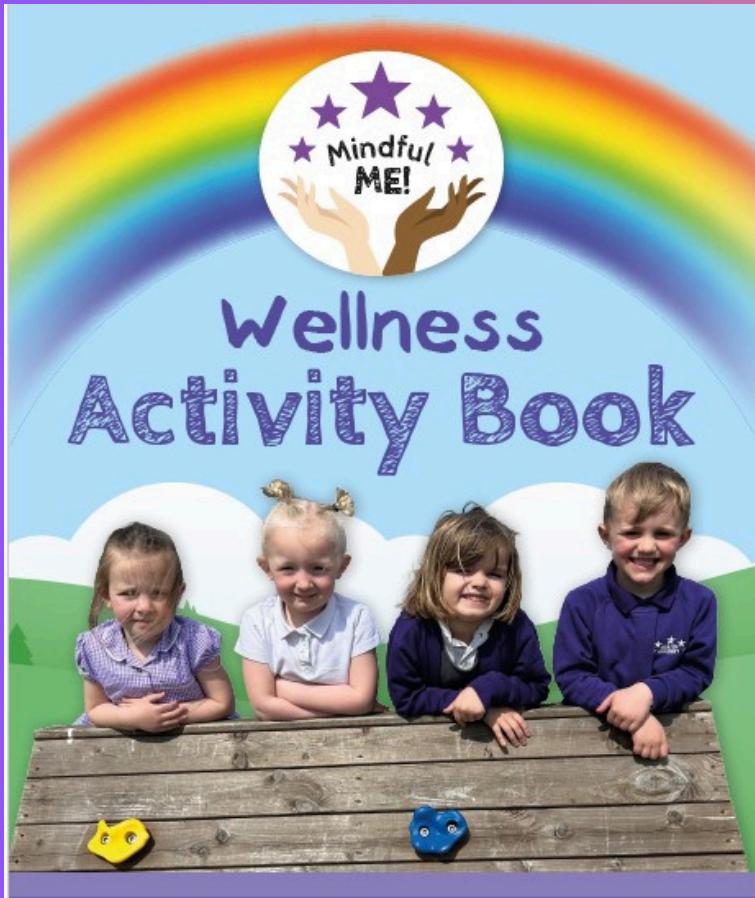
## What's next?

Our future plans for the business. Dream big!

These plans may include expansion projects and maybe another edition of activity book!

Discussed with pupils the impact our project may have on the wider community and the importance of the support pages to signpost where help can be found.

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





**FIRPRESS**  
Design • Print • Signage