



Our **BRIGHT STARS Social Enterprise Business Plan**

School Name:

Thomlinson Junior School

Social Enterprise Business Name:

Fruity Tootie

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

To buy a remembrance bench, plant pots and plants for Mrs Hill was was our lollipop lady.

1. Business Description

What is your business idea?

To set up a healthy tuck shop social enterprise for the children to buy snacks at break times every day.

Is it a product or a service?

It is a product.



2. Production

What do you need to be able to do it?

- * We need to buy healthy snacks to sell - a variety of different kinds.
- * To organise a venue to sell our products at every day.
- * Ask for donations.
- * A timetable for staff to help us at break times.
- * A float of money.
- * Advertise our product.

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?

We will use this £50 to buy starting stock for the opening of our business.

What will you charge for your product or service?

Rice cakes 20p, breadsticks 10p, raisins 20p, brioche rolls 30p, cheese strings 40p, yogurts 20p, cucumbers 20p, strawberry 20p, banana 30p, apple 30p



4. Marketing

Who are your customers?

Our customers will be the other children in school, teachers, parents, other family members and children and teachers at Wigton Infant School.

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

We will advertise our social enterprise on posters, Class Dojo, Facebook and parentmail. The School Council will feed back to classes and will share information in our assemblies.

Where and when will you sell your product or service?

- * We will sell our product at morning break in the hall.
- * Wigton Infant School
- * After school on our OPAL afternoon.

Will you design a logo or have a mission statement?

Yes, we will design a logo.

5. Job roles

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

We will have different children responsible for different jobs, such as smaller groups of our School Council working on different tasks, e.g.

- * a group selling our products at Wigton Infants
- * a group going to Lidl to do the shopping and budgeting
- * a group working on the logo
- * different children working on the stall each day - on a rota
- * a group of children working with Phunk Foods
- * a different group designing posters
- * a different group counting money/profit



6. Make a difference

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

- * More children buying healthy snacks in school.
- * Less children being hungry.
- * An increased awareness and responsibility for recycling.
- * An improvement in maths skills - money, times tables, adding and subtraction
- * Life skills - an awareness of managing money and budgeting.
- * More interaction with younger and older children across school.
- * Older children supporting and working alongside younger children on projects.
- * Increased confidence in children - speaking in assembly, standing up in class, working with other adults and children.

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

- * Zero Hunger
- * Good Health Wellbeing
- * Responsible consumption and production
- * Reduce inequalities (bridging the gap between younger children working alongside older children).