

# ***BUSINESS PLAN***

## ***BUSINESS DESCRIPTION:***

### **What is the business idea?**

**Wiggonby on Wellbeing** is a social enterprise run by us, the students of Wiggonby Primary School, to promote mental health awareness and raise funds for Carlisle & Eden Mind charity. We create and sell products with positive affirmations and organise fun community events.

### **Is it a product or service?**

It's both! We sell handmade products like bookmarks, worry dolls, friendship bracelets, and wildflower seed pots. We also provide services by hosting events like coffee mornings and book sales.

## ***PRODUCTION:***

### **What do you need to be able to do it?**

- Materials: Paper, markers, yarn, beads, small pots, soil, and wildflower seeds.
- Tools: Scissors, glue, and art supplies.
- Donations: We will write to local businesses to ask for free materials, like fruit for smoothies from Co-op.
- Supervision: Teachers and volunteers to help us make products and run events.

## ***FINANCES:***

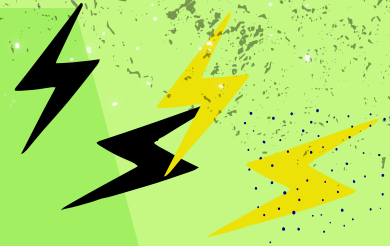
### **What will you do with your £50?**

We'll use the £50 from Orian Solutions Ltd. as follows:

- £30: Buy initial supplies for making bookmarks, worry dolls
- £10: Ingredients for our first batch of smoothies.
- £10: Print handouts and posters for advertising.

Some profits will be reinvested to expand our product range to recapture our market interest.

# ***MARKETING***



## **Who are your customers?**

- Primary School Students: Our friends and classmates.
- Parents and Teachers: Adults who support our cause.
- Local Community: People who visit our events and local markets.

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

- Social Media: Make fun videos and posts for Facebook and Instagram.
- Handouts: Give out leaflets with every purchase to tell people about Carlisle & Eden Mind.
- Community Engagement: Write to local businesses for support and to spread the word.
- Events: Host coffee mornings and book sales to attract more people.

## **Where and when will you sell your product or service?**

- School Events: During break times and school fairs.
- Local Markets: Twice over the 10 weeks.
- Partner Shops: Some local shops will stock our products.
- Smoothie Fridays: Every Friday at school.

## **Will you design a logo or have a mission statement?**

- **Logo:** Yes, we will design a fun and colourful logo that represents wellbeing.
- **Mission Statement:**



**"Promoting wellbeing  
and mental health  
through creativity and  
community support."**



# ***JOB ROLES***

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

- **Project Leaders:** Students will be in charge of overseeing the project and different departments, such as production, finance and sales.
- **Product Makers:** Groups of students will be responsible for making bookmarks, worry dolls, bracelets, and seed pots.
- **Marketing Team:** Another group will manage social media posts, create handouts, and write to local businesses. This team will also organise and run coffee mornings and book sales.

# ***MAKE A DIFFERENCE***

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

- **Mental Health Awareness:** Our products and events will spread positive messages and educate people about mental health.
- **Community Engagement:** Bringing people together through our events will create a sense of community and support.
- **Fundraising:** All profits will go to Carlisle & Eden Mind to help those struggling with mental health issues.

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

- **Good Health and Well-being (Goal 3):** Good Health & Wellbeing. We are promoting positive mental health and wellbeing, through the sale of our products. We are also supporting local charity, Carlisle Eden Mind, helping adults and children who need mental health support.
- **Quality Education (Goal 4):** Learning about social entrepreneurship and business skills.
- **Gender Equality (Global Goal 5):** Our business promotes this through fair interviewing for different roles. Both our project leaders are girls and our business mentor is a fabulous woman. We have boys and girls in other positions within the WOW! business, which we are really proud of.
- **Reduced Inequalities (Global Goal 10):** Everyone in our business will have an equal say in how we should run our business. We will listen to and respect everyone's ideas. Our chosen charity, Carlisle Eden Mind, supports people with mental health issues, helping them maintain a positive life
- **Partnerships for the Goals (Goal 17):** Collaborating with local businesses and community members to achieve our mission.





**PROJECT  
MANAGER**  
EMMA

**DEPUTY PROJECT  
MANAGER**  
PAIGE



**SALES MANAGER**  
HOLLY



**FINANCE MANAGER**  
JAKE

**MARKETING  
MANAGER - IVY**  
SPECIALISTS  
SONNY  
HANNAH  
DELILAH



**PRODUCTION**  
MANAGER - RICHARD  
ASSISTANT MANAGER - BRODY

**CUSTOMER  
SERVICE**  
MANAGER - ERIN  
ASSISTANT MANAGER  
JOSHUA



**HR MANAGER**  
EMILY