

WORKSHEET:**Business Plan** (once completed this is submitted as a Week 9 report)**Our BRIGHT STARS Social Enterprise Business Plan**

School Name:

Ellenborough Academy

Social Enterprise Business Name:

Ellenborough Elves

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

School / North Air Ambulance.

• Business Description

What is your business idea?

Christmas fayre produce
Santa snowman marshmallows
biscuits
Reindeer food

Is it a product or a service?

product

• Production

What do you need to be able to do it?

Oats
glitter / biodegradable
flour egg milk sugar
marshmallows

• 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?

Buying ingredients

What will you charge for your product or service?

50p per bag
£1.50 per bag of biscuits
50p per snowman

• Marketing

Who are your customers?

The community

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

facebook/secsaw/christmas fayre

Where and when will you sell your product or service?

Christmas fayre

Will you design a logo or have a mission statement?

Logo

• Job roles

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

advertisement team – Meadow

produce team – Lorenzo

buyers team – Ella

finance team – Oakley

selling team – Keith

• Make a difference

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

Our families will be able to visit a christmas market during a difficult and expensive time.

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

biodegradable glitter

