



Resources – Lesson 3/4

Business plan and job roles

WORKSHEET:

Business Plan (once completed this is submitted as a Week 9 report)

Our BRIGHT STARS Social Enterprise Business Plan

School Name:

Monkway Junior School

Social Enterprise Business Name:

Monkway Makers

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

Children & Young People's Ward

• Business Description

What is your business idea?

Create wooden flower planters, complete with bedding plants. This is also part of our curriculum award and DT curriculum. As these are a higher price point, we have also decided to create something for less money - we have created wildflower bomb kits.

Is it a product or a service?

product.

• Production

What do you need to be able to do it?

- wood for the planters
- compost
- nails / glue
- flowers
- pots
- ingredients for wildflower bombs.

• 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?

Donations of - wood

- flowers
- membrane
- paint

Purchased - compost
paper bags
wild flower bomb ingredients

What will you charge for your product or service?

£10 wooden planters

£2 wild flower bomb kits

- **Marketing**

Who are your customers?

parents / children of school

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

on class dojo
within school

Where and when will you sell your product or service?

in school - coffee & chat - 11th June

Will you design a logo or have a mission statement?

We have a logo

- **Job roles**

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

4 teams - finance, marketing, media,
product

- **Make a difference**

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

Raising money for the local children's ward

- any product that we do not sell we will donate to the memory café
- Gardening is a mindful activity.

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

3- Good health and wellbeing

15- Life on land

WORKSHEET:

Introduction to the 5Ps of business

There are 5 words beginning with P that help to understand how businesses and social enterprises work: **PRODUCT** (or service) – what do people need that you can provide for them? For example: food items,

transport, cleaning, repairs, clothes or entertainment.

PEOPLE – who is going to want your product or service? How will it make a difference. Don't think about 'everybody' – is yours an idea for young people, sports people, busy working people, people who can't afford certain things, people who need help with mobility or travel?

PRICE – what is the product or service you provide going to cost you to make or buy? What are you going to sell it for? Can your target customers afford it? Will it be good value for them?

PLACE – where is your product or service provided or sold? Local to you? Worldwide via the internet? Sold in shops or on a market stall? Sold to friends and friends of friends?

PROMOTION – how do new customers know about your product or service? How do you tell people? Think about ways companies do their advertising – can you name five ways you find out about cool things you want to buy?

