

Our *BRIGHT STARS* Social Enterprise Business Plan

School Name:

Gosforth C of E Primary School

Social Enterprise Business Name:

The Bee Buds

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

The money will go into development of our Forest School area so we can attract more bees and other wildlife.

1. Business Description

What is your business idea?

We want to produce item to buy that will raise awareness of bees and encourage our customers to do what they can to help save bees.

Our first product will be a paper bag containing an information card, seeds to plant and a metal bee pin badge.

Our second product will be a sunflower ready to plant.

Our third product will be a solitary bee house.

Is it a product or a service?

This is a product.



2. Production

What do you need to be able to do it?

We will need to research then buy seeds, paper bags, pin badges, recycled materials to make bee homes, sunflower seeds and pots. We will also need tools to make the bee homes.

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 spend our £50 on seeds, plant pots, pin badges, additional materials for the bee homes.

What will you charge for your product or service?

We talked about what we would charge and decided on:

£3 for the bag with the pin badge, the seeds and information pack.

£5 for the bag and a sunflower.

£10 for a bee home and bag.

£13 for bag, sunflower and bee home (offer if you buy all three).

4. Marketing

Who are your customers?

Our customers are the parents of the children in school and the staff.

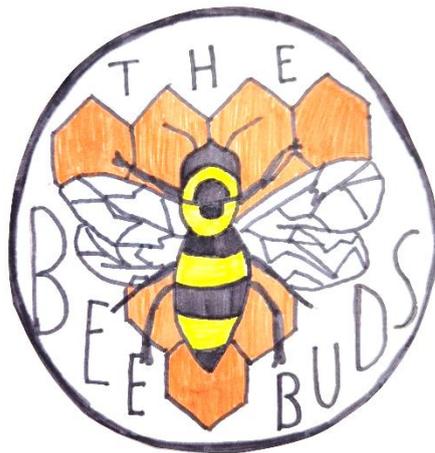
How will you advertise/ raise awareness of your social enterprise?

We will advertise on Class Dojo and send order forms out.

Where and when will you sell your product or service?

We will send an order form out as soon as we have the products ready to sell.

Will you design a logo or have a mission statement?



This is our logo.

5. Job roles

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

Our managing director is Bea

MDs personal assistant – Raven

Finance – Jack & Millie

Marketing & sales – Jess, Violet & Spencer

Designers – Phoebe & Charlie

Production – Autumn, Jackson, Bobby & Reuben

Health & Safety officers – Alastair & Aidan

Quality control - Theo

6. Make a difference

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

It will provide solitary bees with somewhere to nest and somewhere to gather pollen and nectar.

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



We will be using paper bags for packaging which can be recycled. We will use bark, off cuts of wood and tin cans for bee homes.



We are helping the bees and encouraging the planting of flower seeds.