

If we need to tell someone about our social enterprise and it's **PURPOSE** in **ONE SENTENCE** what words shall we use?

We created a business that would raise awareness of the solitary bee, create homes and wild flower areas for them to thrive.

Who do we need to tell? Who are the **PEOPLE** we need to **PERSUADE**? Who do we need to **MARKET** to? Who might benefit?

We need to tell our parents as they will be our main customers. We can do this on ClassDojo.

Do we want a **LOGO** (picture) or something that tells people "visually" what we are doing? Square, round....?? Draw some ideas here:



What is really special about what we are doing? What makes our **PRODUCT** (or service) stand out? Is it a service, is it helping **PEOPLE**, what difference does it make? Is it making a positive impact on a particular UN Global Sustainability Goal?

We are providing a product. We will have three different offers for the weeks we will trade. We hope that bee homes will be placed in gardens to give solitary bees somewhere safe to live. They are all made using recycled or natural materials.

What **PRICE** is it? Or if there isn't a price, what **VALUE** does it have to local people?

After working out how much each product would cost to make we decided on £3 for the bag with the pin badge, seeds and information leaflet inside, £5 for the bag with a sunflower to attract the bees, £10 for a bag and bee home and the discounted price of £13 for all three products.

How are we going to get the word out about our amazing social enterprise? What is our **PROMOTION**? This is where we could tell people as part of our promotion what our **PURPOSE** is and what change we want to see. Are we making posters, do we need to involve others, charities or other experts who could help us, are we using social media and our school website or even developing our own?

We will use ClassDojo and our logo to advertise our product. We will send an order form when trading begins, and people can pay cash or can bank transfer. The order form will explain each of the different products we are offering.

Where will we promote our campaign. Where will we **PLACE** it? How do we get **PEOPLE** who are interested to find what we're doing or who might benefit?

We will advertise on ClassDojo. We will add photographs of examples of what the bee homes look like. We will also remind customers of the cut off date for ordering as we need to make sure we can produce products to meet orders.