

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

School Name:

Raughtonhead CofE primary school

Social Enterprise Business Name:

Wild Wings

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

Oak tree animal charity and Raughtonhead primary school.

• Business Description

What is your business idea?

To make and sell bird boxes and feeders.

Is it a product or a service?

A product

• Marketing

Who are your customers?

families and local people.

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

We put it on the school facebook page and sent letters to parents.

Where and when will you sell your product or service?

• pre order through children
• through the school face book
• at home time on the school market stall

Will you design a logo or have a mission statement?

we designed a logo our mission statement was to make a difference to our local bird population.

• Job roles

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

Project manager – Kitty

deputy – Erin

Business team – Jonty, Joey and Oscar

Finance team – Will, Lewis, Mark and Alex

design team – Romy, Isla, Marion, Scarlett, Travis, Sisi and Esme

marketing team Zara and Nicole

customer service team – Berry + Matilda, Kyle and Chloe

blog team – Louis Martha

- Production

What do you need to be able to do it?

- wood
- nails
- screws
- string
- tools

- 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?

• string – £6.99

wood and nails were donated.

What will you charge for your product or service?

£10.00 for a bird box and a feeder.

- Make a difference

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

Birds will have a home for the winter and we see more birds.

The community helped to build the products.

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

Number 15 life on land.