

## WORKSHEET:

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

### Our **BRIGHT STARS** Social Enterprise Business Plan

School Name:

Crosthwaite CE Primary School

Social Enterprise Business Name:

Seasonal and Sustainable

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

NW Air Ambulance

#### • Business Description

What is your business idea?

We will work to organise the Christmas Fair alongside the village hall committee who organise the event in the village hall. We will open the school hall for further stalls with a focus on sustainability and recycling including things like:

a Christmas jumper stall, a jigsaw, toy and game stall, handmade or upcycled items, jams and chutneys made from garden produce, simple games and entertainments, school chopped kindling and logs, an 'enterprise table' (for pupils to sell any small craft items they have made out of school) and opportunity for current and ex pupils to have a table for £15 for their own wares.

Is it a product or a service?

A service

### • Production

What do you need to be able to do it?

Lots of advertising, donated goods, schoolmade produce

### • Finances

What will you do with your £50?

We will use the £50 for basic resources and ingredients with which to make our items to sell.

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?

Baking ingredients for jams and chutneys, some craft basics, simple prizes (chocolate coins), equipment to create some of the games stalls

What will you charge for your product or service?

The fair will be free entry.

Games will be 50p or £1 to play

The sustainable stalls will be 'donations' - people can pay what they think.

### • Marketing

Who are your customers?

The school community and the local community

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

Posters, social media posts

Where and when will you sell your product or service?

At the fair

Will you design a logo or have a mission statement?

#### ● Job roles

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

We have divided ourselves into teams to work on various jobs:  
stalls, advertising, designing signs for games etc, finance,

#### ● Make a difference

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

We hope to make the Christmas Fair bigger and better than ever before, bringing the community together. With the village hall and school hall open for people to walk between, we should have plenty of guests.

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

Number 11- Sustainable cities & communities

Number 12 - Responsible Consumption and Production

As we are promoting reusing and reducing, buying local and making your own



## Resources – Lesson 3/4

Business plan and job roles

