

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

School Name: Seascale School

Social Enterprise Business Name: Freezy Friday

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

Animal Charity - Animal Concern, Cumbria

• Business Description

What is your business idea?

To make drinks and ice lollies to sell at our sports day and special events, and in our tuck shop on Fridays.

Is it a product or a service?

Products

● Production

What do you need to be able to do it?

Lolly / ice pop moulds
Juice
Cups
Paper towels / napkins
Ice
Freezer - storage
Lollipop sticks

● 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 the resources needed to produce our ice lollies. We will also use some of the money to make posters and stickers to advertise our product and our brand.

What will you charge for your product or service?

We will charge 80p - £1 for our product depending on the cost of resources.

• Marketing

Who are your customers?

Parents/carers, family and friends, staff, other pupils

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

Posters
Mascot?

Where and when will you sell your product or service?

In our school tuck shop and at a stall when we have events on in school.

Will you design a logo or have a mission statement?

Help us to raise money for the abandoned animals that have been treated badly and rejected

• Job roles

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

Managing Directors: Theo, Jude, Robin, Luna

Production Team: Oliver, Cole, Mia, Lyra, Nelly, Hugo, Theodore

Design Team: Jax, Jaxon, Benjamin

Finance Team: Charlie, Eadie

Customer Service: Ethan, Ella, Benji, Erin

Marketing Team: Evan, Jorgie

- **Make a difference**

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

Animal Concern, Cumbria

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

Good health and well-being