

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

School Name: Langwathby CE School

Social Enterprise Business Name:

The Crafty Badgers

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

Penrith Mountain Rescue

• Business Description

What is your business idea?

- Photo Booth - drawing caricatures at May Day
- making crafts - bookmarks and raggy wreaths, cow tees, keyrings,

Is it a product or a service?

Photo Booth - service
Crafts - products**• Production**

What do you need to be able to do it?

- paper
- pens
- box
- material
- sewing machines
- wreaths (frame)
- paint
- wood
- keyring circles
- needle and thread
- laser cutter

• 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 haven't spent any of it. We have had the materials and making of the key-rings donated. We have also had materials and frames donated for making raggy wreaths, bookmarks and coasters.

What will you charge for your product or service?

- Raggy wreaths = £4.50
- wooden keyrings = £1.00
- coasters = £1.50
- Bookmarks = 50p
- Photo Booth = £1.00

• Marketing

Who are your customers?

Adults and children in the local community

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

Posters, Emojis and social media

Where and when will you sell your product or service?

Photo booth at May Day
Products at school event

Will you design a logo or have a mission statement?

Logo for The Crafty Badgers

• Job roles

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

managing director = Jensen sales/customer service =
pipa and Lucas
Business planner = Ollie Fin & Acc Team = tilly
+ Quinn Freddie
Design team = Joshua, Coral, Jessica, Eva, Alice
Production Team Ledger = Jordan
Production Team = Everyone
Marketing team = Ava + Nicole

• Make a difference

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

The money we are raising is going towards a new base for Penrith Mountain Rescue to help everyone enjoy our beautiful environment safely.

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

Number 12 - Responsible Consumption and Production.

The products we are making will use waste materials that would otherwise be thrown out.