

WORKSHEET: Marketing plan template

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



If we need to tell someone about our social enterprise and it's **PURPOSE** in **ONE SENTENCE** what words shall we use? **This could include a mission statement.**

"Super Sellers brings tasty treats to our school while raising money and building valuable business skills."

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 and persuade the pupils, staff, and families in our school community to support our social enterprise. We will market our products to children from Nursery to Year 6, school staff, and parents through posters and ClassDojo. The people who will benefit are the pupils who enjoy our products, our school community, and our team members, who will learn important skills such as teamwork, communication, responsibility, and money management. Any money we raise can also help support our Class charity.

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

Our logo will be a red circle because circles are friendly, eye-catching, and easy to recognise. Across the circle, the words "Super Sellers" will be written in black lettering. In the centre of the logo, there will be a picture of a hand receiving money to show that we are running a business and selling products. The logo was designed by Milo and helps people quickly understand what our social enterprise is about.

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**?

What is special about our social enterprise is that it is run by pupils for the whole school community. Our products are affordable, enjoyable, and delivered directly to classrooms, making them easy for everyone to buy. Our business helps people by bringing treats to pupils and staff while raising money for the school. It also helps our team learn valuable life skills such as teamwork, communication, responsibility, problem-solving, and money management. The difference we make is that we create a fun activity that benefits the whole school and encourages children to work together. Our social enterprise supports **UN Global Goal 4: Quality Education** because it helps pupils learn real-world business and financial skills. It also supports **UN Global Goal 8: Decent Work and Economic Growth** by teaching us about enterprise, work, and managing a successful business.

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

Our ice pops will cost 50p each, making them affordable for pupils across the school. Our sweet pouches will cost £1 each at the summer fair. The value of our social enterprise is not just the products we sell. We provide a fun treat for pupils, help bring the school community together, and raise money for future school activities. We also gain valuable skills in teamwork, communication, responsibility, and money management, which will help us in the future.

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 promote our social enterprise, **Super Sellers**, by putting colourful posters around the school and sharing information on our ClassDojo pages. We will also tell pupils and staff about Frosty Friday during the school day to encourage them to support us. Our promotion will explain our purpose: to provide affordable treats, raise money for the school, and help pupils learn important business and teamwork skills. We want people to know that by buying our products, they are supporting a pupil-led social enterprise. We will involve teachers and school staff in helping us spread the word. We may also ask local shops or businesses if they can donate supplies or support our project. We will use the school's communication systems, such as ClassDojo and newsletters, to reach parents and families and make more people aware of our enterprise.

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 promote our campaign in places where lots of people in our school community will see it. We will place posters around the school, including in classrooms, corridors, the dining hall, and near entrances so pupils, staff, and visitors can easily notice them. We will also use digital spaces such as ClassDojo and the school newsletter to reach parents and families at home. During school time, we will visit classrooms to directly tell pupils about Frosty Friday so they know when and where to buy our ice pops. By using both physical and online promotion, we will make sure our message reaches as many people as possible and helps everyone who is interested find out about our social enterprise.

Any other info we need (take a second piece of paper and draw more ideas if it helps):



Resources – Lesson 6

Marketing