

Overview

- Have you ever thought about becoming an entrepreneur?
- An entrepreneur is someone who takes a risk to create a new product or to develop a better way to operate a business.
- Writing a business plan is the first and most important step of starting a business.
 - A business plan is an organised outline showing a description of a business and includes the following, the 4 P's of Marketing which are:



Below are some key business terms that will help you plan your own business:



Activity 1: Write your business plan

- During this current time, lots of people are struggling to do their usual day-to-day activities, including shopping for groceries, going to work, or exercising as normal.
- However, there are some people who are going out very little or not at all, such as people aged over 70 years old or those who are ill.
- Can you think of any service or product that would help everyone at a time like this?
- Try and think of your own “Social Enterprise” that could help in the current situation

Social Enterprises combine societal goals - making society better - with the entrepreneurial spirit of setting up an organisation or business.

These organisations focus on **benefits to societies, communities or the environment.**

Their main objective is to have a social impact - **to improve society** - rather than make a profit.

Example: FoodCloud who connects supermarkets with charities in their area. The service ensures that food stuffs, which may ordinarily be thrown out, are passed on to the charities who can use them.

- Come up with your own social enterprise and answer the questions on the next page

Activity 2: Business Poster

Go a step further and create a poster to present your idea on. Be creative and think about these questions when making your poster:

Who you are advertising to;

Where people can find your store;

What you are advertising;

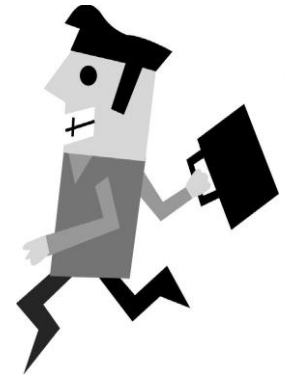
When you are advertising;

Why are you advertising?

Make sure you draw a sketch of your product or write a role-play for your service, providing as much detail about how it will work as possible.

Once you are done, present your idea to whoever is at home, show them your poster and encourage them to ask you questions. You can also snap a photo and send it to your teacher or show in your next class.

My Business Plan



Instructions:

Brainstorm some ideas then pick one to develop into a social enterprise and complete the business plan below. When you have finished, present your business plan to a friend or member of your family/household.

1. What is my social enterprise, and what good will I produce or service will I provide?

2. Where will my business be located? (at home, at school, in a shopping centre, on the internet, etc.) Where will I get the money I need to start my business? (from my savings, from family and friends, from a bank loan)

3. What method of production will I use to produce my product? What type of equipment will my business need? (tools, furniture, photocopier, internet)

4. What type of skills do I and my employees need? What are some types of jobs I will need help with?

5. Who is my user/customer? (family, students, women, grandparents, etc.) What type of advertising will I use to reach my customer? Why? (name as many types as you like)

