Social Enterprise in Education
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Social Enterprise in Schools Business Plan

School name: All Saints Primary School, Greenock

Section One: Introduction and Background	
Briefly, what is your idea and why has it a good chance of working?	We fund a large pot of soup weekly for the Homeless Forum by selling toast twice weekly and buying the ingredients for the soup with our profit.

Section Two: Leadership	
Who will lead the enterprise and where does it fit within the school's structure?	Our committee of six children from P7 lead our Social Enterprise along with the help of our class teacher and other adult helpers.
What leadership skills will you gain or begin to develop through the enterprise?	Cookery skills Communication Rota making Budgeting Listening Organisation Marketing Team co-operation Discussion Experience of Persuasion Reflecting/Analysing Running a successful business Collaborating

Section Three: Objectives	
What are the main things you want to achieve with the enterprise?	
Objective 1:	Help to feed the homeless people in our community
Objective 2:	Learn new skills and have the opportunity to use them in a business setting
Objective 3:	Take these skills with us and use them in the future

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Section Four: Products/Services

What is the product(s) you are selling? If it is a service, outline this as clearly as you can.	Toast

Section Five: Analysis of your market

a) How do you know there's a need?	People are always hungry and everybody loves toast!
b) Who are your customers?	Pupils Visitors Staff Nursery
c) Who are your competitors?	Tuck Shop
e) What prices will you charge?	20p per slice Possibility of seasonal deals
f) What image are you trying to project?	We would like people to see us as a well organised business which cares for our community, particularly the homeless.
g) What methods will you use to promote and sell your product?	Classroom visits The aroma of lovely fresh toast around the school Posters Announcements

Section Six: Social, Environmental & Economic Impacts

Social Impacts	Helping to feed the local homeless
Environmental Impacts	Reducing litter on school property
Economic Impacts	Contributing positively to the local economy - redistributing our wealth

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Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	Our previous P7 started a project but we re-started it In August 2012
Number and age group of pupils working on the project?	29 Primary 7 children
Where will it run?	Canteen Junior Chef Academy
How often will the enterprise run?	Twice weekly toast production/selling Soup production weekly

Section Eight: Finance

INCOME: Where will you find money to start up the enterprise?	Loan from school office
EXPENDITURE: What expenditure will be incurred in running the enterprise?	Bread, butter, tinfoil Ingredients for soup
Explain how you will make a profit and what you will do with your profit.	We sell toast twice weekly for 20p and, after we have paid money to our 'buyers'for the products they have bought, we have a little money left over. This will be banked to pay for necessary purchases in the future e.g toasters, kitchen equipment.

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