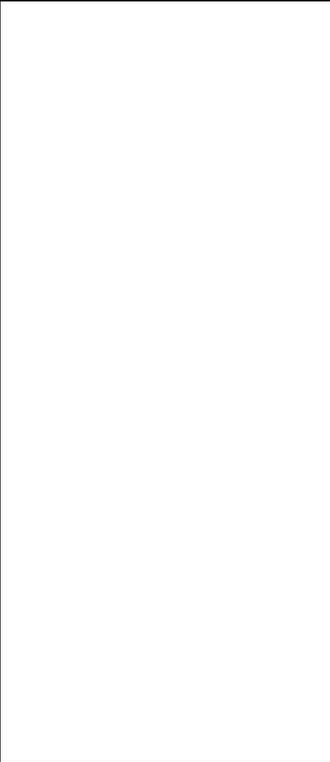
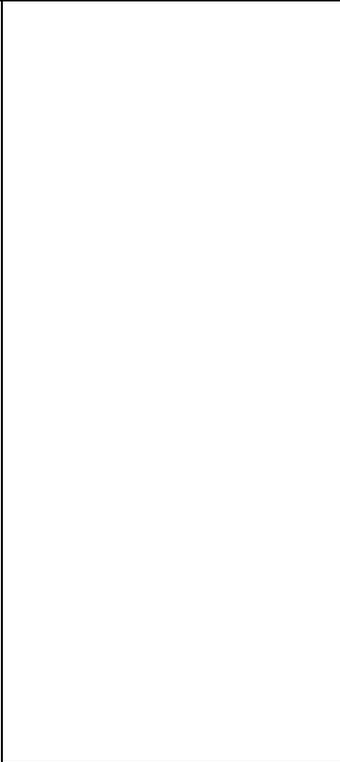


Subject: Enterprise	Topic: Enterprise	Year: 7	Date: 22 nd June	Week: eg week 9
Learning Activities		Communication		Supporting Sites
<p>Topic: Starting a mini enterprise</p> <p>What do you want students to know?</p> <ol style="list-style-type: none"> Using appropriate language for a target audience Ensuring an understanding that being an Entrepreneur is difficult How to write an effective business plan <p>What do you want them to produce to demonstrate learning?</p> <ol style="list-style-type: none"> Read through the Enterprise booklet, to remind you of your business idea Read and complete task 11 and 12 <p>Learning Objective: To learn what preparatory work is needed before you start a business</p> <p>Activity 1</p> <p>E mail your speech to your Enterprise teacher, who is either Mr Townsend or Mrs Petrak if you have not already done so</p> <p>Activity 2</p> <p>Read the key vocabulary words, and using a dictionary find out what they mean Read through your work on questions 1 to 10 checking for any errors you may have made</p> <p>Activity 3</p> <p>Using the booklet read question 11 and answer the following questions.</p> <ul style="list-style-type: none"> Who is going to buy your product? What does your product do? <p>Activity 4</p> <p>In your booklet write about who your target audience is. Remember that your customer is also your target audience. E.g. Children, adults, males, females , both</p> <p>Activity 5</p> <p>Read question 12 and design a piece of promotional material that will help sell</p>		<p>Key Vocabulary</p> <p>Target market Customers Promotional Material Marketing</p> <p>What do you want them to do with these?</p> <p>You can use these words in your plan.</p> <p>What would you like them to read?</p> <p>Research around their chosen business idea</p>		<p>Resources Needed:</p> <p>Signpost to: Enterprise Booklet.</p> <p>You can answer the questions on paper, in the booklet, with a pen or by computer</p>

your product. This needs to be done on paper or on the computer.

You can create a poster or a leaflet telling people about the product you are selling to make money for a named charity. Remember to say where and when your products will be on sale on your promotional material



Enterprise Booklet



Name:

Teacher:

Introduction

This booklet will help you set up your enterprise activity. You need to complete each section in as much detail as possible. Each section will require you to do different tasks, the symbols below will tell you what kind of task it is.



Research Task



Writing Task



Creative Task



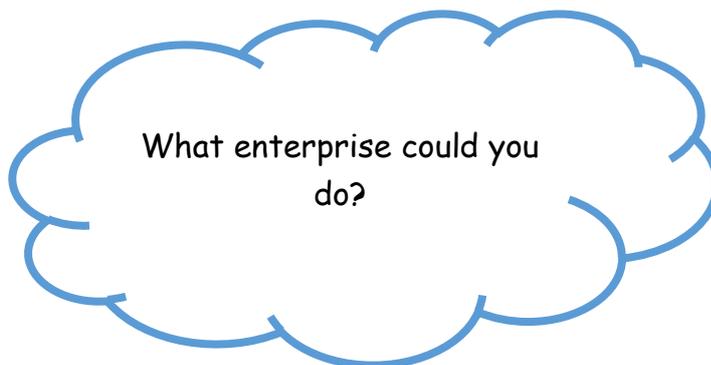
Group
Discussion

Idea Generation



You have decided that you want to raise money for charity by setting up your own business/ mini enterprise

1 You need to think of a good enterprising idea that you can do. Use the mind map to list all the possible enterprising activities you might want to do. E.g. dog walking, selling cakes, selling milk shakes, selling your old toys etc.



Finalising Your Enterprise Idea



You now need to decide what idea you will take forward and start to plan. It is important that you think of the following before you make your decision:

- Is your idea viable (will you be able to achieve it).
- Is it cost effective.
- Will you have enough time to do the enterprise activity?
- Will you have enough time to complete the enterprise activity?

2 In the box bellow, briefly explain what idea you have chosen and why.



Setting Objectives



Now that you have decided on an idea it is now time to set yourself some objectives. The objectives will help you meet your aim of launching your enterprise!

Remember that your aims need to be **SMART**. This stands for:

- **Specific** - Direct and to the point.
- **Measurable** - Can you track if you are meeting your objectives?
- **Achievable** - Can you meet the objectives?
- **Realistic** - Make sure they are not too difficult.
- **Timed** - Set yourself a realistic time to complete the objective.

Here is an example of an aim

To bake and decorate 50 cupcakes ready to sell on the 18 July 2020

3 You now need to set yourself 5 SMART objectives that will help you prepare for your enterprise activity. (aim)

My aim for my business is to

My 5 objectives are to

E.g. raise £50 for the NHS, learn to bake, use my time in lock down well, be proud of my self

Write down your objectives in the table below



A vertical column of five empty circles on the left side of the page, connected by thin lines. To the right of each circle is a long, empty rectangular box, creating five rows for writing.

Team Roles

It's now time to decide what roles each team member will be in charge of. You will need to be really organised and know exactly what you are doing. Who would you like in your team? It could be your best friend, or it could be someone else e.g. Lord Sugar

In order to do this each team member will have a title and be in charge of that part of the enterprise activity.

4 Fill in the boxes below with the name of the person and why they are the best team member for the job.

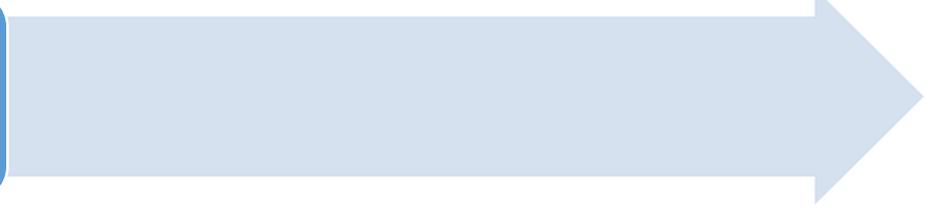
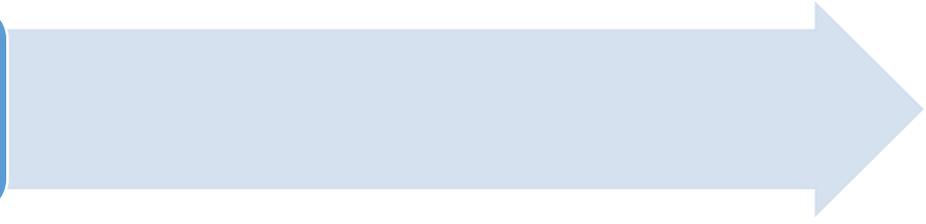
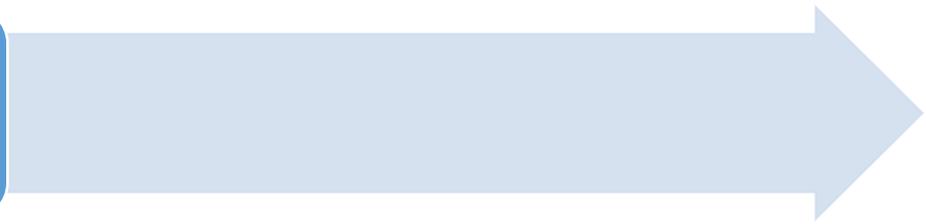
Team Leader

Finance and
Costing

Stock and
Purchasing

Creative
designer

Action planner
and Time keeper



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Product Design (1)

7 Design and label 2 products that you might sell. You can use your research to help you.

Product Design (2)



Once you have designed your two products, decide what one will be the best to sell. You might want to sell the two products, but remember that will take more time and effort.

Costing



9 You now need to figure out how much it will cost you to make your products. This involves you using the research you found in the last section (Quantity). You need to find out how much it will cost you for all of your materials and you then need to find the total.

Fill in the table below: (Use your table from the last task to help you)

Material	Quantity (how much)	Cost
Eg milk for milk shakes	3 pints	50p a bottle 3x 50p = £1.50

Total:

Pricing



10 Once you have figured out how much it costs to buy all your materials you can now start to decide what price to sell your products/service at. You need to think about the following:

- You need to make sure that you are making a profit
- You need to make sure you don't make too many products (or else you might not sell them all and lose money)

To work out how much each product will cost you to make follow this simple plan.

Step 1

Add the cost of all your materials together.

Step 2

Divide the total cost by the amount of products you want to make.

Step 3

This will give you the Unit cost for each product.

Step 4

Decide how much extra you are going to charge. This will be your profit per product sold.

Step 5

Add up how many you sold and work out how much extra money you got. This will be your total profit.

Here is a simple example:

Sally spent £10 on materials (step 1)

She wants to make 10 cupcakes so... 10 divided (/) by 10 = 1 (step 2)

This means that each cake costs her £1 to make (step 3)

She wants to sell the cakes for £1.50 (step 4)

Sally will make 50p profit for each cake she sells (step 5)

Pricing (Continued)



You can now work out how much you are going to charge and what your profit will be.

Target Audience



11 Every product or service will have a target audience. The target audience is the person that the product is aimed at. You need to decide who your target audience is. Think about the following:

- Who is going to buy your product?
- What does your product do?
- How is your product designed?



Briefly outline who your target audience is. Remember that your customer is also your target audience.

Marketing Plan



12

Marketing is very important for business. You will need to decide how you are going to promote your product so that people know what you are selling.

Your task will be:

Design a piece of promotional material that will help sell your product. This needs to be done on paper or on the computer.

You can create any of the following:

- Poster
- Leaflet

Poster

This needs to be eye catching and have a picture of the product/service on it.

It will also need the following:

- Day you will be selling your products
- Where you will be selling your products
- How much your product will cost

Leaflet

This needs to be informative but eye catching at the same time. This will need to include the following:

- Information about the product/service
- Why they should buy the product (USP)
- Day you will be selling your products
- Where you will be selling your products
- How much your product will cost

In the box below decide if you are creating a poster or a leaflet.

Review and Reflect



13 It is important that you review and reflect your work individually. This will allow you to improve in the future.

Try and remember what you did throughout your enterprise project and answer the following questions:

List 3 things that you think went well when doing the enterprise activity (WWW)

1

2

3

List 3 things that you could improve on in the future (EBI)

1



2



3

