

Social Enterprise in Schools Business Plan

School name: Ferguslie Pre-5 Centre

Section One: Introduction and Background

Briefly, what is your idea and why has it a good chance of working?

Through consultation with staff, the children involved decided that there is a need for a small shop within the nursery to sell their home grown vegetables and soft fruits.

The children have currently planted the seeds of seasonal vegetables and soft fruits which they wish to grow and sell.

Through guidance from staff they are aware of how these grow and the time required for this to happen.

Children have been discussing the differences in seasons and have an awareness of seasonal changes, which vegetables grow best in which seasons, therefore knowing how to sustain good business sense and grow at optimum times ready for selling.

An extension of the original idea is to build on seasonal goods such as –

- Sun creams and sun hats for summer
- Woolen hats and scarves for winter etc.

Within the local area there is currently no retailer selling fresh produce and we believe that we can grow and sell these goods ably within the nursery environment and also the local community.

Section Two: Leadership

Who will lead the enterprise and where does it fit within the school's structure?

Initially a member of staff and children will work collaboratively, with children gaining the experience to do the purchasing and selling of goods, leading to parents working alongside their children without staff.

What leadership skills will you gain or begin to develop through the enterprise?

Children will develop a founding knowledge of Citizenship, through development of leadership skills, problem solving, and fair delegation to others involved in the programme.

Section Three: Objectives

What are the main things you want to achieve with the enterprise?

Objective 1:	Establish a seasonal shop to sell home grown produce and for children to have a sense of ownership and decision making awareness regarding the purchasing and selling of goods.
Objective 2:	To provide and promote low cost healthy produce and goods.
Objective 3:	To promote equality and fairness within the business.

Section Four: Products/Services

<p>What is the product(s) you are selling?</p> <p>If it is a service, outline this as clearly as you can.</p>	<p>If it is a service outline this as clearly as you can.</p> <p>Children are at present growing the herbs, tomatoes, peppers, lettuce and carrots to sell within the shop in the summer months.</p> <p>Other seasonal products we plan to include are –</p> <ul style="list-style-type: none"> • Sun creams and lotions, beach toys • Woolen hats, scarves and gloves for winter • Seasonal flowers/bulbs/fruit and vegetables for autumn and spring
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Section Five: Analysis of your market

a) How do you know there's a need?	We have consulted with children and parents within our establishment and have found that there is no one business locally selling fresh produce and seasonal goods at affordable prices.
b) Who are your customers?	Parents and families within the local area.
c) Who are your competitors?	The local chemist and nearby newsagent/grocer
e) What prices will you charge?	The business aims to have a 7 ½ % mark up from the goods they sell.

f) What image are you trying to project?	The business aims to promote healthy eating and wellbeing to the parents and families of the local community, as well as an awareness of the benefits of home grown produce with no additives, preservatives involved in the growing of them.
g) What methods will you use to promote and sell your product?	<ul style="list-style-type: none"> • The opening of our newly built eco-friendly bottle greenhouse • Newsletters to all parents and families within the nursery • Leaflets and posters within the nursery and local area

Section Six: Social, Environmental & Economic Impacts

Social Impacts	To instill in children the importance of being part of an initiative where they make the decisions and rely on one another to gain the success required for their common goal and achievement of the business.
Environmental Impacts	<p>The whole nursery hopes to become involved in a project already established within the local area. We aim to make use of a piece of local area spare ground and use this as an allotment to further establish and sustain the growth of the business.</p> <p>This will also encourage community involvement.</p>
Economic Impacts	The positive impact of providing low cost healthy produce and seasonal products to families already on low incomes.

Section Seven: Start Up Issues

When did the enterprise start? Or when will it start?	<p>The enterprise will start in September 2013, although some background work has already commenced, with the bottle greenhouse being built by parents, children and students from the local college.</p> <p>Also the planting of seeds and plants has been established by the group involved.</p>
Number and age group of pupils working on the project?	The age group of the children working on the project is 3-5 year olds, and hopefully will extend to the under three range further on in the initiative.
Where will it run?	Ferguslie Pre-5 Centre.

How often will the enterprise run?	Initially every fortnight, leading to twice weekly.
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Section Eight: Finance

INCOME: Where will you find money to start up the enterprise?	£500.00
EXPENDITURE: What expenditure will be incurred in running the enterprise?	<p>Initial start up costs –</p> <ul style="list-style-type: none"> • Seeds – variety of seasonal seeds, plants and bulbs • Tools – selection of garden tools such as spades, hoes, rakes, watering cans, canes • Large planters • Wellington boots and gardening gloves • Seasonal goods for spring/summer • Seasonal goods for autumn/winter
Explain how you will make a profit and what you will do with your profit.	<p>The business aims to make a profit by adding a percentage to the products and produce being bought.</p> <p>This profit will be shared between the buying of further goods required to extend the business – i.e., seeds, plants and seasonal products etc and re-establish the existing links the nursery has with a village in Ghana.</p> <p>Excess fresh produce which is not able to be sold will be donated to the local elderly forum.</p>
How will you ensure that your business model is sustainable?	<p>We aim to establish the allotment space; this will enable us to have a continuous flow and supply of fresh sustainable produce.</p> <p>We will also continue to make use of garden space and indoor areas within the nursery to continue to grow a variety of fresh produce to sell within our business</p>