

EVELINE GIRLS HIGH SCHOOL, ZIMBABWE
SCHOOL NAME, COUNTRY



BUSINESS IDEA

Written by

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CREATED AS PART OF THE SCHOOL ENTERPRISE CHALLENGE AWARDS PROGRAMME – BRONZE LEVEL

Section A: Our Business Details			
Business Name	XpreXions Unlimited		
Business Activity	Talent Identification and Development Services		
No. of students involved in business idea activities (including writing this Business Idea)	Boys 0	Girls 12	Total 12
Section B: Our School			
<p>1. To help you understand our school business better, we will briefly describe our school (e.g. age of the students; location; environment).</p> <p>The school is located in the Central Business District of Bulawayo and serves as a central place for the Bulawayo Metropolitan Province. The age group of the learners is between 13 and 19. Learners are engaged in various extra-curricular activities albeit, less relating to the outside world. The school administration is always supportive of the progressive, learner centred programs that promote academic and practical learner skills in line with the new education curriculum.</p>			
Section C: Our Resources			
<p>2. Here is a description of the <u>resources available</u> at our school that we could use to start a business, including how we can use the <u>school location as a business opportunity</u> and how we could <u>use our skills</u> for our school business.</p> <p>Our school is located in the heart of the city of Bulawayo hence a centre for the Bulawayo Central Education District and indeed the Bulawayo Metropolitan Province. The infrastructural developments and equipment in the school that include a hall, technical graphics and arts studios, public address system, fowl run, garden, textiles technology, food science and computer laboratories provide a fertile ground for the talent development centre for the school, Bulawayo Central District and indeed the Bulawayo Metropolitan Province. Focus will be on the activities that include poetry, music, cookery, dance, sewing, quiz, debate and agriculture. Our various skills in fabrics technology, food and nutrition (food science), debate and public speaking skills will come in handy in the running of the business.</p>			

Section D: Generating Business Ideas

3. a) When putting our heads together these are the **five** business ideas we thought of:

Production and selling of organic specialist vegetables and mushrooms.

Talent identification and Development.

Branding of individual valuables (t shirts, caps, caps, sports kits etc.).

Marketing of teenage products.

Making of bags from recycled denim clothes.

b) **The business we would like to set up is:**

Talent Identification and development services

And these are 3 reasons why we chose this idea:

- (1) The concept is unique and answers to the newly introduced education curriculum in Zimbabwe.
- (2) The idea promotes and develops skills that had always been neglected in competitions (e.g. cookery, sewing, poetry, music, and dance).
- (3) It gives the participants a chance to interact with their industry experts and open sponsorship opportunities for top performers.

4. **Our final Business Idea will be sustainable and have a positive impact on the environment and our community because:**

It taps on an area that has often been neglected yet has a great potential for growth. Competitions will focus on environmental themes (e.g. quiz and debate on climate change) and also promote recycling through the re-use of old clothes in the Sewing competitions.

The community will benefit through sponsorship for talent development at post-secondary school level in areas of music, public speaking, modelling, dancing, sewing, agriculture and cookery.

Section E: Start-Up Capital

5. **If our business needs start-up capital, we are planning to raise it by:**

We are planning on raising capital through the selling of shares, selling of food stuffs to the Lupane State University Students who hire our school premises for their parallel degree program lectures during school holidays and by hosting a modelling show.

Additional Comments:

The idea will involve various stakeholders that include a modelling agency, TV station, a local radio station, renowned poets and musicians, local bakery, and a local polytechnic college.

The target market are the Eveline High School learners and the Bulawayo Metropolitan Province Form Three and Form 5 learners who will register to be part of the competitions.

Various competitors would be registered and will submit portfolios and/or make live presentations in front of adjudicators and an audience (which pays to enter the venue).

Each winner per category will win a prize and sponsorship as per their category. For example, the winner in the Goods from Rags (the sewing competition), will win a prize and enrolled at the local polytechnic college for a sewing short course awaiting their examination results.

CONGRATULATIONS on coming up with a Business Idea! Submit NOW!

Remember to submit your completed business idea to the School Enterprise Challenge Awards Programme by **logging in** to your account at: www.schoolenterprisechallenge.org/login