



School Enterprise Challenge

Educational Resource Guide 2018

To support Bronze level schools to plan and set up viable school businesses The School Enterprise Challenge provides schools with free educational resources and lessons ideas for teachers to use. Below you can find a list of all the resources we provide.

List of Guides Available:

STEP 1: Coming up with a Business Idea

- Welcome Guide
- Guide 1: Getting Started
- Guide 2: Resource Assessment and Brainstorming Business Ideas
- Guide 3: Conducting A Feasibility Study
- Guide 4: Thinking About Start-Up Capital

STEP 2: Writing a Business Plan

- Guide 5: Market Research
- Guide 6: Operational Plan
- Guide 7: Marketing and Sales Plan
- Guide 8: Writing your Financial Plan
- Guide 9: Deciding How to Spend your Budget

STEP 3: Setting up and running a School Business

- Guide 10: Getting Ready to Launch your Business
- Guide 11: Launching your Business
- Guide 12: Accounting and Record Keeping
- Guide 13: Managing your Team
- Guide 14: Sustainability and Business Development

Content Listing:

STEP ONE: Coming Up With a Business Idea

Guide one: Welcome Guide

1. About the School Enterprise Challenge Awards Programme
2. How does the School Enterprise Challenge work?
3. Our weekly guides
4. How to incorporate the School Enterprise Challenge into your lessons
5. What is a School Business?
6. Why should you participate?

Guide One: Getting Started

1. Stage 1: Business Idea
2. How should I get started?

Guide Two: Resource Assessment and Brainstorming Business Ideas

Educational video: [‘Generating a School Business Idea’](#)

1. Conducting a Resource Assessment
2. Analyse your Resource Assessment
3. Generating Business Ideas
 - 3a) People, Profit, Planet
 - 3b) 3 simple steps to come up with some great business ideas for your school

Guide Three: Conducting A Feasibility Study

Educational video: [‘Generating a School Business Idea’](#)

1. Conducting a Feasibility Study
2. Analysing Feasibility Study Results
3. Appendix: blank Feasibility Study Templates

Guide Four: Thinking About Start Up Capital

1. Thinking about Start-Up Capital
2. Starting using no Start-Up Capital
3. Generating Start-Up Capital
4. It’s time to submit your Business Idea! What happens next?

STEP TWO: Writing a Business Plan

Guide Five: Market Research

Educational Videos: [‘Market Research for School Businesses’](#) and [‘Competitor Analysis & SWOT / School Businesses’](#)

1. Conducting Market Research

2. Conducting a Competitor Analysis
3. Conducting a SWOT analysis

Guide Six: Operational Plan

Educational Videos: [‘Action Planning and Problem Solving for School Businesses’](#) and [‘Managing your School Business Team’](#)

1. Start-up activities
2. Ongoing Tasks
3. Risk Management & Health & Safety
4. Quality Management
5. Business Team Structure

Guide Seven: Marketing and Sales Plan

1. Setting Up Your Selling Price
2. Marketing and the 4 P’s
3. Sales Plan and Techniques

Guide Eight: Writing your Financial Plan

Educational Video: [‘Financial Planning for School Businesses’](#)

1. Financial Planning
2. Income
3. Costs
4. Profit
5. Start-Up Budget

Guide Nine: Deciding How to Spend your Budget

1. Deciding how to spend your profits
2. Appendix: Profit Share Agreement
3. Submitting your Bronze Business Plan

STEP THREE: Completing an Annual Report

Guide Ten: Getting Ready to Launch your Business

1. Introduction
2. Getting Started - Checklists
3. Processes – Operations
4. Staff Rotas
5. Lesson Activity: Starting your Business – Trial Run!

Guide Eleven: Launching your Business!

1. Start-Up Marketing and Sales
2. Getting Your School Enterprise in the Media



3. Good Customer Service
4. Customer Feedback

Guide Twelve: Accounting and Record Keeping

Educational Video: [‘Accounting and Record Keeping for School Businesses’](#)

1. What is accounting?
2. Accounting Systems
3. Regular Record Keeping
4. Purchase Ledger
5. Sales Ledger
6. Managing your Finances
7. Appendix: Templates

Guide Thirteen: Managing your Team

1. Why is Managing a Team so important?
2. How to Manage your team
3. Lesson Activity: Personal Development Training for Students
4. Lesson Activity: Deciding on the school business’ rules

Guide Fourteen: Sustainability and Business Development

1. The three pillars of sustainability
2. Social sustainability
3. Environmental sustainability
4. Financial sustainability
5. Business development and Thinking Forward
6. Submitting your Bronze Annual Report
7. What happens next?