



School Enterprise Challenge

Educational Resource Guide 2018

To support Silver 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: Feasibility Study
- Guide 4: Thinking About How to Finance Your Business

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 profits

STEP 3: Setting up and running a School Business

- Guide 10: Business Management
- Guide 11: Marketing 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. About the SILVER Level
3. How does the Silver level work?
4. Our Business Guides
5. How to incorporate the School Enterprise Challenge Awards Programme into your lessons
6. Why should you participate?

Guide One: Getting Started

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

Guide Two: Resource Assessment and Brainstorming Business Ideas

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

1. Ways to develop your school business on the Silver level
2. Conducting a Resource Assessment
3. Analysing your Resource Assessment
4. Brainstorming Business Ideas
 - 4a) People, Profit, Planet
 - 4b) 3 simple steps to come up with some great business ideas!

Guide Three: Feasibility Study

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

1. Conducting a Feasibility Study
2. Analysing Feasibility Study Results

Guide Four: Thinking About How to Finance Your Business

1. Thinking about how to finance your business
2. Option 1: Reinvest your profits
3. Option 2: Raise additional capital
4. Option 3: Re-invest a percentage of your profits *and* raise additional capital
5. How to submit your SILVER Business Idea

STEP TWO: Writing a Business Plan

Guide Five: Market Research

Educational Videos: [‘Market Research for School Business’](#) and [‘Competitor Analysis and SWOT Analysis for 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 Business’](#) and [‘Accounting and Recordkeeping for School Businesses’](#)

1. Where do you start when developing your business?
 - 1a. Creating a Mission Statement
2. Financial Management
3. Operational Planning
4. Developing Your Team & Organograms
5. Risk Management and Health & Safety

Guide Seven: Marketing and Sales Plan

1. Reviewing your selling price
2. Marketing and the 4 P’s
3. Sales techniques
4. Organising an event

Guide Eight: Writing your Financial Plan

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

1. Financial Planning
2. Income
3. Direct Costs
4. Gross Profit
5. Indirect Costs
6. Net Profit
7. Start-Up Budget

Guide Nine: Deciding How to Spend your Profits

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

STEP THREE: Completing an Annual Report

Guide Ten: Business Management

Educational Video: [‘Action Planning and Problem Solving for School Businesses’](#)

1. Processes - Operations
2. Staff Rotas
3. Establishing a Business Management Committee

4. Problem Solving

Guide Eleven: Marketing your Business

1. 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 Recordkeeping for School Businesses’](#)

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

Guide Thirteen: Managing your Team

1. Why is Managing a Team so important?
2. How to Manage your team
3. Planning as a key tool
4. Team Meetings
5. Dealing with Difficulties – Learning How to Deal with Conflict Situations
6. Mentoring New Team Members – Handing over the business

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. Product Development
7. Submitting your Silver Annual Report
8. What happens next?