



Guide 1: Welcome and Getting Started

What is a business?

A **business** is any organisation that makes **goods/products** or provides **services**

Goods are physical products such as juice and cars



Services are non-physical items such as hairdressing



Why do businesses do this?

To make a **profit**



Profit is the money you make given **how much you sold** and subtracting **how much it cost** to produce

How do businesses work?



Input > Production > Output

Costs

Income from selling

Income = Selling price x quantity sold

Income – Costs = Profit!



The School Enterprise Challenge is divided into 3 steps

Our **educational materials** will **support** you to launch and run a successful school business.



STEP 1:

Coming up with a Business Idea
(Follow Business Guides 1-4)



STEP 2:

Writing a Business Plan
(Follow Business Guides 5-9)



STEP 3:

Setting up and running a school business and writing an Annual Report
(Follow Business Guides 10-14)

What is a school business?

A **school business** is a business that is **owned by a school** but is also staffed and operated by its **students**



Businesses should be **sustainable**, selling products or services on a consistent basis (i.e. not just at a one-off event)

At least **part of the profits** should be reinvested in the school's educational activities or growing the business further

Why have a school business?

Develop **business knowledge** and essential **21st century skills** throughout the programme:

- Problem solving
- Communication
- Teamwork
- Leadership
- Critical thinking
- Aspiration

Earn extra **income** for your school and/or a charitable cause



How to run a school business

As a live example incorporated into lessons. (See table below)

As an **extracurricular** activity



Our 14 Business Guides will walk you through the three step process:

STEP 1:
(Business Guides 1-4)
Coming up with a Business Idea

STEP 2:
(Business Guides 5-9)
Writing a Business Plan

STEP 3:
(Business Guides 10-14)
Setting up and running a school business and writing an Annual Report



How to incorporate school business activities into lessons?

Business Area	Production & Service Delivery	Sales and Marketing	Finance	Business Management
Curriculum Area	Science <i>Example:</i> Observing how vegetables grow under different conditions.	English <i>Example:</i> Writing text for flyers and press releases.	Maths <i>Example:</i> Calculating costs, income and profit.	Business Studies <i>Example:</i> Analysing competitors and target market.
	Geography <i>Example:</i> Researching how different weather and climate affects the growth of crops.	Art <i>Example:</i> Creating artwork for packaging materials and designing business logo.	ICT <i>Example:</i> Using spreadsheets to keep financial records.	
	Design Technology <i>Example:</i> Designing and building display units.	ICT <i>Example:</i> Creating a website and writing blogs about business.	Economics <i>Example:</i> Calculating selling price.	

Example: How you might incorporate setting up a vegetable growing business into lessons.

On the Silver level, you can **continue your previous business** by expanding, developing and/or diversifying your product range **OR start a new different business!**