



Guide 2: Resource Assessment and Brainstorming Business Ideas

Key Definitions

Natural Resource – anything that you can use from nature, e.g. land or water

Physical Resource – anything that is man-made, e.g. a bike or school building

Diversifying – adding a new product/service to a business

Learn

Ways to develop your school business on the Silver level

On the Silver level, you can either grow your existing business or start a new one. If your original business idea has been successful, stick with it and grow it! Teach your students about making something sustainable by **expanding** (opening a new stall, selling in a new place, or growing your team), licensing your product/ registering your service, or trading with other schools and local businesses. Another option is **diversifying** your business – adding a new product/service. You could diversify by:

- Producing and/or selling a product in the same line as your current products (e.g. new type of jewellery)
- Using waste from your current business to create a new product (e.g. manure from cows for farming)
- Selling a completely new product or service; for example, something that your customers have requested

Or, if your previous business was not profitable, the market has changed too much or your students simply have an even better business idea, you could start a completely different business!

Conducting a Resource Assessment

Whether you are developing an existing business or starting a new one, it is important to repeat your Resource Assessment. This can help you **identify what (new) resources you have available**, give you **ideas on how to grow/diversify your business**, and help you **keep business costs low!** Below is a short example. Feel free to add any additional questions which you think are relevant.

A. Does your school have any natural resources?

Water	Land or farmland	Anything else e.g. beach, palm trees
Yes, there is a water pond	Yes, the school has 3-4 unused acres	Yes, there are different types of trees

B. Does your school have any physical resources?

Rubbish to be recycled	Machinery/equipment	Buildings e.g. school hall	Internet or Computers
Yes, we separate waste	No	Yes, we have 5 classrooms	Yes, 1 in the school office

C. Is the location of your school...?

Near a big town/city	Near fertile land	Near industry e.g. textile mill	Anything else e.g. near a market
Yes, 8km from the main city	No	No	Yes, a market 8-9km away

D. Are there students in your team with these skills?

- | | |
|--|---|
| <input type="checkbox"/> Arts, Crafts or Tailoring | <input type="checkbox"/> Sports Skills |
| <input type="checkbox"/> Computer, Internet or Media | <input type="checkbox"/> Music or Dance |
| <input type="checkbox"/> Farming or Cooking | <input type="checkbox"/> Language or Teaching |
| <input type="checkbox"/> Maths and Accounting | <input type="checkbox"/> Anything else |

Analysing your Resource Assessment

Next, it is important to use your critical thinking skills to analyse the results of your Resource Assessment. For each resource, ask: **have we already made the most of this resource? If not, how could we?**

Brainstorming Business Ideas

Now work together to think of some great business ideas. Do not forget the **People, Profit, and Planet** elements!

People: How can your business *solve a problem* and have a *positive impact on the local community*?

Profit: The main aim of any business is to *make a profit*. Try your best to generate sales while keeping costs low.

Planet: Can you *solve an environmental problem* or make sure your business does not harm the environment?

Here are 3 simple steps to come up with some great business ideas:

- Step 1:** Discuss: What feedback have you got so far from your customers? What are the gaps in your local market?
- Step 2:** Get inspiration from other schools! Check out the full Business Guides or our website for some examples.
- Step 3:** Start putting your heads together and brainstorm as a class or in groups! Encourage your students to think creatively and be open to every suggestion.

Check

Try answering these questions to check what you have learned. If you are not sure of the answers, go over this guide again before you move on.

1. What is business diversification? Think of an example of one way a business could diversify.
2. Name three types of resources to consider when you carry out your resource assessment.
3. What three elements should you consider when brainstorming business ideas?

Do

Do these activities:

Fill in your Silver Business Idea template: **Done** 

1	Do a Resource Assessment and analyse the results	Section D: Our Resources	
2	Brainstorm possible business ideas	Section E: Brainstorming Business Ideas (Question 4a)	