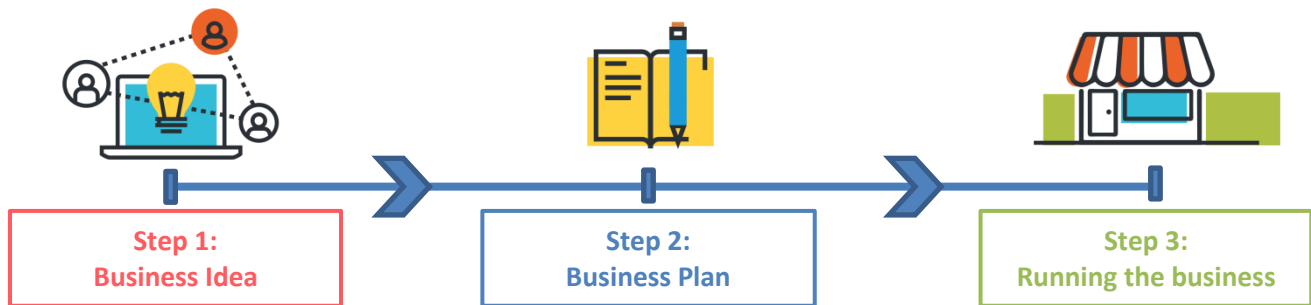


School Enterprise Challenge 2019



List of Bronze Level educational materials

To support schools taking part on the **Bronze Level** to plan, set up and run viable school businesses, we provide free educational materials for teachers and students to use. Below is a list of all the materials we provide.



List of Business 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 Profits



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 of the Business Guides:



STEP 1: Coming up with a Business Idea

Welcome Guide

1. About the School Enterprise Challenge Awards Programme
2. How does the School Enterprise Challenge work?
3. Our Business 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. Step 1: Business Idea
2. How should I get started?

Guide Two: Resource Assessment and Brainstorming Business Ideas



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

1. Conducting a Resource Assessment
2. Analyse your Resource Assessment
3. Generating Business Ideas
4. People, Profit, Planet
5. 3 simple steps to come up with some great business ideas for your school

Guide Three: Conducting A Feasibility Study



[‘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. Submitting your Bronze Business Idea



STEP 2: Writing a Business Plan

Guide Five: Market Research



[‘Market Research for School Businesses’](#)
[‘Competitor Analysis & SWOT Analysis for School Businesses’](#)

1. Conducting Market Research
2. Conducting a Competitor Analysis
3. Conducting a SWOT Analysis

Guide Six: Operational Plan



[‘Action Planning and Problem Solving for School Businesses’](#)
[‘Managing your School Business Team’](#)
[‘Risk Management for School Businesses’](#)

1. Start-up activities
2. Ongoing Tasks
3. Risk Management & Health and 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



[‘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 Profits

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



STEP 3: Setting up and running a School Business

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



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?