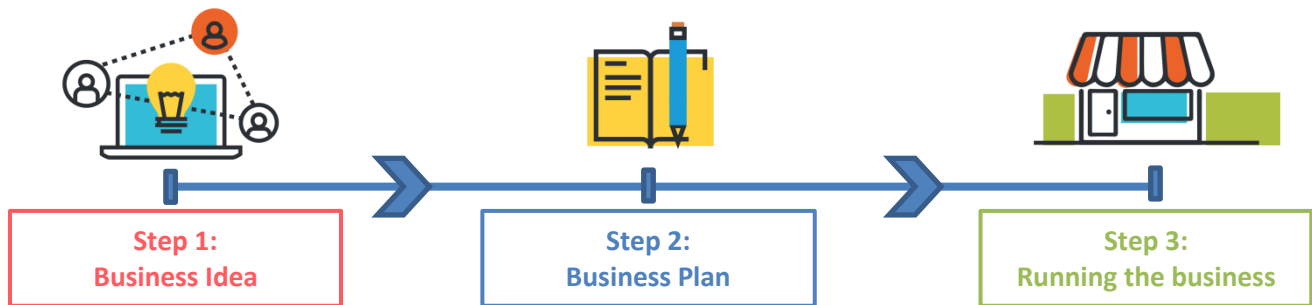


# School Enterprise Challenge 2019



## List of Silver Level educational materials

To support schools taking part on the **Silver 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: 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: 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 of the Business Guides:



### *STEP 1: Coming up with a Business Idea*

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

#### Guide Three: Conducting A Feasibility Study



['Generating a School Business Idea'](#)

5. Conducting a Feasibility Study
6. Analysing Feasibility Study Results

#### Guide Four: Thinking About Start Up Capital

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



[‘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 3: Setting up and running a School Business

### Guide Ten: Business Management

1. Processes - Operations
2. Staff Rotas
3. Establishing 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



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?