

# School Enterprise Challenge 2019



## List of Gold Level educational materials

To support schools taking part on the **Gold 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.



## Content of the Business Guides:



### *STEP 1: Writing a Strategic Plan*

- Welcome to the Gold Level of the School Enterprise Challenge!
- How is the Gold Level similar to the Silver Level? How is it different?
  - Section B: Market Research and Target Market
  - Section C: Competitor Analysis
  - Section D: SWOT Analysis
  - Section E: Marketing and Sales Plan
  - Section F: Operational Plan, Team Structure and Management
  - Section H: Networking & Learning Opportunities with SMART Objectives
- **Financial Section**
  - 1. Profit & Loss Forecast
  - 2. Cash Flow Forecast
  - 3. Asset book
  - 4. Stock book
  - 5. Debtor book
  - 6. Balance Sheet
- Submitting your Gold Strategic Plan
- What happens next?



## *STEP 2: Writing a Mid-Year Review*

- Introduction to Step 2 and the Mid-Year Review template
- 1. Budget Variance Analysis : Profit & Loss and Cash Flow month by month (budgeted vs actual)
  - What is a Budget Variance Analysis?
  - Why should your business use a Budget Variance Analysis?
  - How do you create a Budget Variance Analysis?
- 2. Budget Analysis – Summary
  - What is the Budget Analysis – Summary?
  - Why should your business use the Budget Analysis - Summary?
  - How do you create a Budget Analysis – Summary?
- Submitting your Gold Mid-Year Review
- What happens next?



## *STEP 3: Completing an Annual Report*

- Introduction to Step 3 and the Annual Report template
- Narrative (Annual Report template sections A – F)
- Financial Section
  - 1. Budget Variance Analysis: Profit & Loss and Cash Flow and Budget Analysis – Summary
  - 2. Reflection on business finances
- Submitting your Gold Annual Report
- What happens next?