

CORONA SECONDARY SCHOOL AGBARA NIGERIA

SCHOOL NAME & COUNTRY



BUSINESS IDEA

Written by

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STUDENT NAMES

IBIRONKE SONUGA, MERCY ONWUNTA

LEAD TEACHER NAME(S)

CREATED AS PART OF THE SCHOOL ENTERPRISE CHALLENGE AWARDS PROGRAMME – BRONZE LEVEL

Section A: Our Business Details			
Business Name	KEKE GOODS		
Business Activity	Online Grocery Store		
No. of students involved in business idea activities (including writing this Business Idea)	Boys 7	Girls 13	Total 20
Section B: Our School			
<p>1. To help you understand our school business better, we will briefly describe our school (e.g. age of the students; location; environment).</p> <p>Corona Secondary School, Agbara is a co-educational secondary school, located in Agbara Estate, an industrial part of Ogun State. In our school, the general age range of students is 11-17. We engage in a lot of academic and extra-curricular activities aimed at creating well-rounded students.</p> <p>We have a school business club, its aim is to expose students to the world of business and to inculcate the entrepreneurial spirit in them.</p> <p>This is often done by holding trade fairs (exhibition) both externally and internally, so as to interact with influential business men and women so that we can learn from them.</p>			
Section C: Our Resources			

- 2. Here is a description of the resources available at our school that we could use to start a business, including how we can use the school location as a business opportunity and how we could use our skills for our school business.**

We have at our disposal a number of resources in school which we will use to set-up a business. We have a store within the school premises which can act as a warehouse for the goods, the school also possess a number of buses and Hilux trucks which can be used to transport and deliver the goods and a number of qualified drivers.

Also around us we have a lot of prominent companies like Nestle, Beta Glass (a glass manufacturing company), Maltex (a soft drink company) etc. from which we will easily source raw materials from.

Furthermore, our school is situated in a residential estate and the school community maintains friendly relations with the residents who should readily patronise our business.

As for our skills, we have engaged in a series of classes that have given us a foundation of how businesses are run as we attend classes like Marketing, Economics, Business Studies, Commerce and ICT.

Section D: Generating Business Ideas

- 3. a) When putting our heads together these are the five business ideas we thought of:**

1. An Online Grocery Store
2. A dry-cleaning service
3. An in-school Restaurant
4. A Car Wash
5. A Tutoring Service

b) The business we would like to set up is: An Online Grocery Store.

And these are 3 reasons why we chose this idea:

1. It involves serving the whole community/estate.
2. It was deemed to be more profitable than other ideas because it involves a range of products.
3. It is online so it saves energy and time by us not having to be physically present to sell goods.

- 4. Our final Business Idea will be sustainable and have a positive impact on the environment and our community because:**

Our service is one that most consumers in our community would consider highly useful and would have a repeat in demand. Our service is very quick and efficiently supplied and this would encourage consumers to purchase. We are applying societal marketing concept which holds that marketing strategy should deliver

value to customers in a way that maintains or improves both consumers and society's wellbeing. Our service would aid our community because at the end of the day, all our profit would be given back as it would be used in supporting our adopted charity school Adie-Owe Community high School which is located in a nearby rural community e.g. providing books for the their library.

Section E: Start-Up Capital

5. If our business needs start-up capital, we are planning to raise it by:

1. Running a small restaurant for students and teachers within the school.
2. Conducting a movie night with tickets, drink and snacks on sale.
3. Selling handmade bookmarks to students within the school encouraging our reading culture.
4. Selling tie-dye shirts to our parents and the community we reside in on visiting days.
5. A mini car-wash every weekend within the school community.

Additional Comments:

CONGRATULATIONS on coming up with a Business Idea! Submit NOW!

Remember to submit your completed business idea to the School Enterprise Challenge Awards Programme by **logging in** to your account at: www.schoolenterprisechallenge.org/login