



## GUIDE 11

# MARKETING YOUR BUSINESS



## SILVER LEVEL

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## 1. Marketing and Sales

When you wrote your Business Plan, you thought about how you intend to market and sell your product, either to grow your existing business *or* start your new one and make it successful. **Now is the time to think about how you will actually market and sell your products in order to draw the attention of your target customers.** Here are some suggestions:

- Consider holding a **launch event** and inviting your target customers, members of your local community and members of the press.

### Case Study: DAV Pushpanjali School, India



Global Winners **DAV Pushpanjali School** in **India** held a launch event for their 'Stand Tall' handicrafts enterprise. They used a *unique* advertising strategy to promote this event. Students held a series of **street plays** in their local community which **told people about their business** and the range of products they were selling. They also created a **business song** which they performed in their school assemblies to spread the word to other students and teachers. **This attracted a lot of customers to the opening of their business, including a national newspaper!**

- Remember that people will always be drawn towards a product or service that is **new and exciting** – when you are doing your marketing at this stage, ensure that you highlight the fact that what you are doing is unique and unusual.
- Consider selling your product or service at a **discounted price** or even giving away some **free samples** in your first few weeks – this is a good way of showing your customers just how good your product or service is and encouraging them to come back for more.

### Case Study: KIIT World School, India



Prize winners **KIIT World School** came up with a great idea to initiate the first sales at their healthy food café. They issued **coupons** to students in advance which could be redeemed at the cafeteria during the opening week. They also **put up banners** around the school and used **assembly as a platform to advertise** their business.

- **Customer care** – looking after your customers, speaking to them nicely and being informative is a fantastic way of creating great customer relations and ensuring people come back again (see the Good Customer Service section below for more information).

You will find below some other *promotional strategies* that can be useful. Remember to choose the most cost-effective option for your business!



**Word of Mouth** – Make sure your customers have a positive experience through a good quality product/service, as this will get them talking to their friends about what you offer. This could be a powerful tool, so use it in your favour!



**Networking** – Be visible in community events, festivals, conferences, trade shows and activities. Try to associate yourself with local education and business organizations. Create business cards for the team members, include their name, position, contact information and logo of your school business, keep the presentation simple and distribute it widely!



**Flyer/Brochure Hand-out** – Create and distribute printed material with basic information about your business: make it attractive, simple and to the point! Just remember the cost of producing these items, as mass-production would keep the price down and it would mean you could use them for an extended period of time. Think about who will distribute them, how and where and also consider “Door drops”: door to door leaflet distribution can be an effective way of informing potential customers!



**Human Billboard** – Holding signs or actually becoming one! Imagine two posters tied one on the front of your body another at the back. You will definitely be getting the attention of passing potential customers: direct them to your business while talking about the products/services you offer!

## 2. Getting your school business in the media

Getting your business mentioned in the local or national media is not only a fantastic (and free!) way of making sure people know about your product or service, it is also a good way of getting positive attention about your school generally. To get your enterprise in the media, we recommend writing a press release.

### Beginner’s Guide to Writing a Press Release



**A press release is a statement prepared for distribution to the media. It is an accurate and clear description of something that has happened or is going to happen.** The journalist will decide whether to use the press release or not. Depending on the publication, website, television, or radio station, a journalist can get anything from 10 to 1,000 press releases every day. Therefore, it is important to write about something that the journalist and their audience will find new and interesting. Here, we give you a few quick and easy tips for writing a press release that will get picked up by a journalist and used.

## Top Tips to Structure Your Story

**Headline:** Write a brief, clear and short headline, which catches the attention of the reader.

**First Paragraph:** Give a short summary of the story. Remember the five W's: Who, What, When, Where and Why and also How. The first paragraph should not be longer than one or two sentences. It is important that the journalists can see what your story is about in this first paragraph as, often; this is all they will read before making the decision about whether to keep it.

**Main Body:** Give the main story and more details – who your news will affect and how. Make sure you include the name of your business and any relevant products or services – but don't make it all about you. A good story is something that people want to read not something you want to say. If you can, you should use a quote from somebody who is relevant to the story – your own representative and someone who can give credibility or third party endorsement. It makes a press release more personal and interesting.

**Ends:** Make sure you include a word count as this can help journalists assess whether your story fits in the available space on a page. Also, include your name and your contact details at the end of the press release so that the journalist can call if they require more information.

### Example of Press Release

[Date]

#### Young Entrepreneurs Create Sustainable Business for Awards Programme

Spring has arrived, and while most young people are playing games and becoming anxious for the summer to begin, students of **Hilldale Secondary School** are taking their education and creativity to the next level.

As a result of Ms. Ramona Wood, Head of Business Studies, entering her class into the **School Enterprise Challenge Awards Programme**, students are learning what it means to run a business. The goal of the programme is to give students real life experience in business and bring awareness to the importance of sustainability. Whilst the school will be re-investing some of the profits back into their business to ensure that it continues to thrive, they will be spending the rest on new educational equipment. Using the open space outside their classroom, the students of Hilldale decided to create a vegetable garden. Their produce will be sold to parents and local markets. Student Chelsea Miller comments, "This project has been so much fun! We're working as a team, learning about business, and the profits we make are going to support our school. I'm on the marketing team... we've got some great ideas." Students aren't the only happy ones. Ms. Wood states, "It's so nice to see the students coming together working as a team; and also, watching them become passionate about business is encouraging. The skills they're learning will last a lifetime! It's truly an academically enriching experience."

Winners of the School Enterprise Challenge Awards Programme will be announced on [date]. Hilldale Secondary is hopeful they will win first prize, but their main concern is keeping the business going for the years to come.

**Word count: 271**

### Contact

For media enquiries contact [teacher name, email, phone]

### Notes for Editor

[Any information you would like to include about school, including website]

The **School Enterprise Challenge** is a global awards programme for educational institutions in developing countries, with the goal of creating groups of globally aware, socially responsible young entrepreneurs. It is run by the UK based NGO, Teach A Man To Fish. This programme is a fantastic opportunity for schools to set up student-led businesses that not only generate real profits, but that also grow and develop year on year. For more information visit [www.schoolenterprisechallenge.org](http://www.schoolenterprisechallenge.org)

**Teach A Man To Fish** is an international non-profit organization working to improve the relevancy, quality, and availability of education in developing countries. Their pioneering approach uses profit-making school-run businesses to teach entrepreneurship and livelihood skills. This model allows schools to generate additional income, improving their financial sustainability, while at the same time enabling them to offer a more relevant and higher quality education. For more information visit [www.teachamantofish.org.uk](http://www.teachamantofish.org.uk)

### 3. Good Customer Service

Good customer service is important so that people buy from you and not from a competitor. Here are some of our top tips on **good sales etiquette!**

1. **Understand your product or service.** What is it and why would people want it? Why is it so special? If you truly understand these things and are genuinely enthusiastic and happy about them, it will be easy for you to make your customers excited about your product too.
2. **Understand how the product or service can be sold.** For example, if your business involves making a product, you need to know how much you can sell, when you can sell it, and how long the customer can use it for before they will need to replace it. For example, if you were selling food you would need to know how much stock you have to sell and when the food goes bad.
3. **Be polite.** Have you ever heard the phrase “The customer is always right”? Sometimes, the customer is not right, but you should try not to hurt their feelings. For example, if a customer would like a discount but you cannot afford to give it to them, try to show that you are considering it. Then explain that your product is high quality and expensive to make, which is why you cannot sell it cheaply. If you can afford to give your customer a discount, try and be flexible and reach a compromise – especially if you are dealing with a new customer. Once they have tried your product or service at a cheap price they will be more likely to come back and pay the full price if they enjoy it.



Students from República de China School in Honduras proudly offering their artisanal pizza to their customers

4. **Listen.** If your customer is angry and has a complaint, listen to them and show them that you care, and that you want to solve the problem. You might want to compensate them by offering a discount next time. Take note of their complaint and try to make sure the problem doesn't happen again.



### **Lesson Activity: Good and Bad Customer Service**

To get your students thinking about the meaning of a good customer service, ask them to think of a time when they received **good customer service**. Ask them to write down two characteristics that made it a positive interaction. E.g. Perhaps the sales assistant was friendly. Bring the class back together and ask the students to share some of the characteristics they have listed.

Next, ask the students to think of a time when they received **bad customer service** and to list the reasons why the interaction was poor. E.g. Perhaps the sales assistant was rude, or unhelpful. Bring the class back together again and ask the students to share their experience.

Put students into groups. Tell them that they will now be working together to write a list of 'customer service rules' for their school enterprise. They should nominate one person to write down their ideas and two people to present back to the class. You could hold a vote to decide on the best ideas and get them printed and displayed where everyone can see them!

### **4. Customer Feedback**

**Customer feedback is one of the most important components of any successful business;** as it provides you with valuable insight into what your customer think about your product or service. This insight can help you create a product that customers want to buy and create an experience that exceeds expectations and keeps customers coming back for more!

Below you will find six reasons why customer feedback is important to your school business:

1. **It can help improve your product or service.** Listening to your customers is the only way to guarantee you create a product or service that they actually want to buy. The most innovative companies in the world are the best at creating products that meet their customer's needs and exceed their expectations. For example you can think of Apple, Virgin and Dell.
2. **It offers the best way to measure your customer satisfaction.** This will help you find out if your product or service meets or exceeds your customer expectations! You could create a customer feedback survey to assess their satisfaction!
3. **It helps to create a better customer experience.** One of the main reasons to collect your customer feedback is to improve your customer experience. **Offering an amazing experience that keeps your customers coming back and referring their friends to you is the best way you can stand out from your competition!** To create an amazing experience, you need to ask your customers what they want and use the results to create a personalized experience. If you can create an experience that is better than your competitors, your customers will remain loyal and ignore tempting competitive offers!

4. **It can help improve customer retention.** Customer feedback offers a direct line of communication with your customer so you can detect if they are not happy with the product or service you are selling before you lose them!
 


  
5. **It brings real evidence that can be used to make better business decisions.** Use your customers' feedback to guide your business and marketing decisions. If a large number of customers suggest a product feature or want an additional service, listen to them!
  
6. **It can be used to identify customer advocates.** Customer advocates are your best marketing campaigns. They offer fantastic value at very little cost. When you gather feedback from you customers, advocates are the ones who give you high scores. Contact these customers and build stronger, mutually-beneficial relationships.

**What your customers say is incredibly valuable!** Positive feedback boosts business and criticism can help you improve what you are offering.

KIIT World School students created the following **Customer Feedback form** to get their customers opinions.




**KIIT WORLD SCHOOL  
NUTRI CAFE  
CUSTOMER FEEDBACK FORM**

CLASS-

Age group -  11 – 13     13 – 15     15 and above

Gender -  Male     Female

Q1 Are you liking the nutri, café?  
 Yes     No

Q2 How often do you visit us?  
 Daily     alternate days     weekly

Q3 Do you like the service?  
 Yes     No

Q4 How is the taste of our food?  
 Excellent     Good     Poor

Q5 What makes you buy more items from the Nutri Café?  
 .....

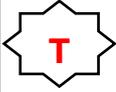
Q6 Are the product reasonably priced?  
 Yes    No

Q7 Is the food hygienic and nutritional?  
 Yes    No

Q8 Are there any other products that you would like to buy from us?  
 .....

Q9 How long do you want that this Nutri Café should run?  
 .....

Q10 How could we improve our customer service or any other services. Suggestions?  
 .....



Remember: the evidence and information collected in this guide might help you complete **Section D** on your **SILVER Annual Report Template**, as it will give you a chance to reflect on your *Achievements, Challenges and Solutions* throughout the School Enterprise Challenge Awards Programme. Don't forget to include a photo of one of your sales event in the **Section F – Appendix: Students in Action!**

**Well done!** You have now thought how you can actually *market your business and successfully kick off your sales* and learnt about the importance of *customer service*. In the next guide, you will be looking at Accounting and Record Keeping.