Step 2: Create a business plan

Use the template provided to create a simple business plan. Before getting started, pupils can review the business plan they looked at in the previous lesson to remind themselves how to approach writing it. The first task is to agree the specific focus of the social enterprise. Encourage pupils to think how their project can address an important social or environmental need. It might be helpful to review the Sustainable Development Goals that were covered in Lesson 1.

As pupils are working on the business plan, encourage them to think deeply about each question. If needed, provide pupils with additional resources to complete the business plan. Hints and tips on pricing are available in Appendix 1 (these are provided by the Scottish Enterprise Academy). Hints and tips on completing a business plan are available in Appendix 2.

There are several things to remind pupils about as they are business planning:

• It is important to talk to potential real customers. Their feedback can really help the business make good decisions, such as how to improve the product and how to inform potential customers about it.

Potential collaboration with partner school

Exchange information about the progress of your social enterprise.

• Keep an eye on the social and environmental aspect of the business: the idea of the social enterprise is to address and important social or environmental need.
• Think about how to market the social enterprise, for example advertising an activity, sale or product. Pupils may wish to use social media, for example Facebook or WhatsApp groups, Twitter or email. If so, you may need to have a session on e-safety and consider how content will be monitored and moderated.
• Be bold and creative.

You may also be able to use the expertise of parents or local businesses to help with business planning.

Step 3: Create an action plan

Pupils can now determine what needs to be done and by when. They will need to decide on the different roles that will be important in achieving success and then decide who will take which role.

Possible roles could include:
• Product or service – communicating with potential customers to understand what they need and think, and then designing and making the product. Depending on the product, this may be the biggest task and require a number of people.
• Sales – finding the right place to sell the product and organising the necessary equipment and marketing.
• Finance – planning and managing a budget.
• Partnerships – communicating with partners or supporters.
• Project leader – keeping the team together and 'on task', deciding how often the team will meet.

Step 4: Preparing the launch

Finally, arrange a date and perhaps invite parents, local press, the media and councillors to launch your social enterprise in style.

BUSINESS PLAN

What is the name of your business?	
What is your idea and why is it viable? Who are your main competitors? How is your product better? How is your product or service addressing an important human or environmental need?	
Who are your customers and why will they buy your product? How many potential customers have you spoken with? What do they think about your idea?	
How will your customers find out about your business? How can you use social media to inform potential customers about your idea?	

BUSINESS PLAN

How much will it cost to start your business?	
What is the cost of making each individual unit of the product? Total expenses = start-up cost + unit costs. Cost per product = total expenses ÷ number of products made.	
How much will you charge? How does this compare with your competitors?	

BUSINESS PLAN

What will your profit be? Profit = Income – Expenses.	
What will you do with the profit? Do you intend to support an important social or environmental cause? If so, which one and why?	
What is the social impact of your solution? What is its environmental impact?	

ACTION PLAN

What is the task?	When does it need to be accomplished?	Who is responsible?