



## Introduction to your organisation

### Curriculum links

Geography, PSHE, Maths, Computing, Numeracy, Literacy, Art and Design

### Skills development (3 high to 1 low)



### Learning Aims

Bright Stars requires you to help the pupils in your school to set up a social enterprise. During this workshop the children will learn about your business and the different roles within a business.

### Resources Required

Your own simple PowerPoint about your business, pens, paper.

You can also use the PowerPoint *Bright Stars- Presentation - What is a business?* as it includes examples of Mcvities.

### Lesson plan

#### What is a business?

An organisation that produces and/or sells goods or services and a place where people work. Talk about how businesses are not just about making a profit, but are increasingly aware of the need to make a positive impact on their local communities and on the planet.

#### Introducing the 5Ps of business

Use the *BS - Worksheet - What are the 5Ps of Business*, as a way of exploring your business.

There are 5 words beginning with P that help to understand how businesses work:

**PRODUCT** (or service) – what do people need that you can provide for them? For example: food items, transport, cleaning, repairs, clothes or entertainment.

**PEOPLE** – who is going to want your product or service? How will it make a difference? Don't think about 'everybody' – is yours an idea for young people, sports people, busy working people, people who can't afford certain things, people who need help with mobility or travel?

**PRICE** – what is the product or service you provide going to cost you to make or buy? What are you going to sell it for? Can your target customers afford it? Will it be good value for them?

**PLACE** – where is your product or service provided or sold? Local to you? Worldwide via the internet? Sold in shops or on a market stall? Sold to friends and friends of friends?

**PROMOTION** – how do new customers know about your product or service? How do you tell people? Think about ways companies do their advertising – can you name five ways you find out about cool things you want to buy?

# What is a business?



## Example – McVities

Show a picture of: McVities – see *BS - Presentation - What is a business?*

**Ask the children:** Is this a large, medium or small business?

### What are the 5Ps of this business?

- **Product** - does it produce goods or services?
- **People** – who needs their products or services? How will it make a difference?
- **Price** – what does it cost to buy their product or use their service?
- **Place** – where do they supply their products or services – local, regional, national, global? How will it make a difference?
- **Promotion** – how do they let people know about what they do?

### Suggested Answers

- **What do they do?** – they produce a variety of tasty biscuits.
- **Who are they for?** – they try to make sure there's a type of biscuit for everyone.
- **What do they cost?** - the biscuits are not too expensive and are good quality.
- **Where do they sell them?** – you can buy McVities all over the country in different places.
- **How do people know about them?** – adverts on TV, on bus stops, in shops and posters. People tell each other and the packaging makes you want to buy them.

### What are the 5Ps of YOUR business?

- Create a PowerPoint which allows you to explore the 5Ps related to the products or services that you provide.
- Keep the words to a minimum and use as many photos and examples as you can.
- Can you bring some of your products/service tools/props in with you to show the children? Maybe also any clothes you may need to wear as part of your job – PPE equipment etc.
- Nice short and enthusiastic presentation with some time for Q&As about what you do.

This is a great way of getting children switched on to businesses and social enterprises.

Always try and get pupils to bring their own local ideas/family connections to work and business into the session.

### If you have any questions, please contact:

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