

## Our *BRIGHT STARS* Social Enterprise Business Plan

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School Name:

Social Enterprise Business Name:

What are you raising money for (cause/charity)?

### 1. Business Description

What is your business idea?

Is it a product or a service?

## 2. Production

What do you need to be able to do it?

## 3. Finances

What will you do with your £50?

Think creatively. Remember you can write to organisations to ask for free donations and can reinvest at any time

What will you spend your £50 on?

What will you charge for your product or service?

## 4. Marketing

Who are your customers?

How will you advertise/ raise awareness of your social enterprise?

Where and when will you sell your product or service?

Will you design a logo or have a mission statement?

## 5. Job roles

Who is going to do what? Who is in charge?

## 6. Make a difference

What difference will your social enterprise make to your school or your local community?

What UN Global Sustainability Goals does your social enterprise best fit with?