**Bambino Enterprise Business Plan**

**Step One -** start to think about all the different enterprise ideas you have and when you have a shortlist of three, pick the top one and start to create a simple business plan using the template here. In each box, there are questions you need to answer before you complete it. If the questions cannot be answered or do not add up to planning an enterprise that will be successful, use on e of your other ideas and work through the template again. When you have successfully completed the Business plan template, start your Enterprise! Good luck!

**Step Two –** start to complete the plan in your own words. We have included a worked example for you based on a new coffee venture. You will find a blank plan on page 4. Good luck!

|  |  |  |
| --- | --- | --- |
| **Name of Enterprise:**  **Example – Full of BEANS!** | **School / College name and ID number** | **Next steps – write in this column** |
| **Early Questions** |  |  |
| **What is the purpose of the enterprise?** | Insert answer here  *To provide busy staff with a nicer cup of coffee delivered to their classroom / staff room* |  |
| **Who is it for – who are our customers?** | Insert answer here  *Staff and visitors to the school* |  |
| **What does the enterprise do?** | Insert answer here  *Takes ground coffee orders, makes, and delivers coffee to customers at break times and lunch times* |  |
| **How long will the enterprise last?** | Insert answer here  *Is it short term, long term, one term, available for certain days in the week, all week?* |  |
| **Who benefits from any money raised from the enterprise?** | Insert answer here  *Think carefully, is it school, is it a charity, do students receive a reward e.g outing / vouchers?* |  |
| **What would improve if the enterprise were created?** | Insert answer here  *Staff morale* |  |
| **Marketing and Brand** |  |  |
| **What is the vision of the Enterprise?** | Insert answer here  *Happier teaching staff and visitors* |  |
| **What is the mission of the enterprise?** | Insert answer here  *To make better coffee delivered on time to relax busy staff* |  |
| **What are the ‘brand values’ of the enterprise, what can you see and feel?** | Insert answer here  *Happiness, purpose, professionalism, ethical* |  |
| **What is the social purpose of the enterprise?** | Insert answer here  *Build employability skills in students with special needs; build their self esteem and confidence* |  |
| **Have you conducted any market research – who and how will you do this?** | Insert answer here  *Target customers, other places that sell coffee, prices, names of coffees, your ideas* |  |
| **Who is your competition?** | Insert answer here  *Staffroom coffee might be free, staff might bring in their own, local cafes, no time for a hot drink and just drink water* |  |
| **How could you use social media?** | Insert answer here  *Set up a safe private Facebook group / other* |  |
| **Finance** |  |  |
| **What money do you need to start your enterprise?** | Insert answer here  *Coffee machine, coffee beans, milk, sugar, syrups, cups, stirrers, holders, contact machine for payments, cash float, staff uniforms* |  |
| **What are your cashflow requirements?** | Insert answer here  For example, if you must spend £200 to get started but have had no sales yet, where will that £200 come from. Then if you allow your customers to pay monthly but must buy milk every day, where does that money come from? | **Answer – Apply for the Peter Jones Tycoon SEND Enterprise Loan!** |
| **Do you need all the money at once?** | Insert answer here  *All the items above will be required, and some may be a one off (coffee machine unless rented) and some will be repeated purchase* |  |
| **What money will you need for ongoing expenditure?** | Insert answer here  *coffee beans, milk, sugar, cups, stirrers, syrups, holders* |  |
| **How much will you charge for different items?** | Insert answer here  *Simple answer is the price will be the costs + a % on top that you decide for profit for one cup of coffee, you have no staff costs to cover as students will be doing ‘the work’.* | *Example:*  *Cost for one cup 45p plus 100% profit 45P = 90p* |
| **What are your predicted weekly sales?** | Insert answer here  *From your market research identify how many customers you think will buy daily at the start (always busier) and then what it will settle down to AND what price you need to charge to cover your costs and make a profit but still encourages customers to buy from you* |  |
| **What wastage will be generated?** | Insert answer here  *Maybe you have to remake if the coffee gets cold.* |  |
| **What add on sales could you generate?** | Insert answer here  *Selling the coffee grounds to keen gardeners? Cakes / biscuits / craft made at school* |  |
| **How will you record sales and purchase?** | Insert answer here  *Use excel to set up a simple spreadsheet* |  |
| **Will you accept cash or just online?** | Insert answer here  *Ask your customers what they prefer* |  |
| **If you take cash, where will it be stored?** | Insert answer here  *In the safe in the office and banked weekly, suggest Post Office* |  |
| **What bank account will be used for online payments?** | Insert answer here  *You could use a charity account if one exists at your school / college or set a simple one up* |  |
| **Operations – making it work** |  |  |
| **Where will you make / deliver your enterprise?** | Insert answer here  *You might choose a kitchen where students learn food tech; it might be another area; you need access to a fridge for milk and other perishable foods if you are not just doing coffee. You will need a hand washing sink nearby.* |  |
| **What environmental health rules will you need to abide by?** | Insert answer here  *Contact your local Environmental health team to find out, this might involve students training too* |  |
| **How will customers place orders?** | Insert answer here  *What are your options e.g email / text/ other, where do the orders go, who processes them, what times can orders be taken up to, how will the ordering process impact on the school timetable for students* |  |
| **How will you make purchases or raw materials and packaging?** | Insert answer here  *Will it be in bulk as it might be cheaper, will it be in small quantities and spend less in one go?* |  |
| **Where will raw materials and packaging be stored?** | Insert answer here  *Near the prep area!* |  |
| **What coffee machine do you need?** | Insert answer here  *You will be able to purchase one outright or rent one for a fixed period, the supplier should provide training for pupils and staff. What is the maintenance agreement, how often will it need descaling / cleaning? If it needs plumbing in, this will have influence on where it is sited. How many cups of coffee will you plan to sell during busy times? What are the terms of purchase, can you buy it interest free over a period of time to spread the cost? Can you buy one second hand at a catering sale?* |  |
| **What will you need to order daily / weekly / monthly?** | Insert answer here  *Make a list and cost it* |  |
| **People** |  |  |
| **Who will lead the enterprise?** | Insert answer here  *You will need a senior member of staff to lead and provide backing and support* |  |
| **Who will manage the enterprise on a day-to-day basis?** | Insert answer here  *Find someone who has relevant experience / a coffee lover/ has capacity and maybe has run a small business previously – its amazing what staff have done that nobody knows about!* |  |
| **Who will work in the enterprise?** | Insert answer here  *Students can self-select or you can have aa ‘recruitment’ day or a mix of both. Have a flexible team and ensure there is a spread of hours and responsibilities* |  |
| **Will staff and students get paid?** | Insert answer here  *Technically, this is a volunteering role, but an enterprise should reward its people so maybe think about vouchers/out* |  |
| **Does the school insurance policy cover for injuries?** | Insert answer here  *For example, if someone gets burned on the steamer. – Needs checking* |  |
| **What different ‘jobs’ are there?** | Insert answer here  *For example – marketing, sales, taking orders, making coffee, delivering coffee, clearing up, checking stock levels, making orders to purchase stock, getting customer feedback for quality and improvement purposes* |  |
| **Who will need to be trained and on what?** | Insert answer here  *See above* |  |
| **How can this enterprise add value to a students’ career development?** | Insert answer here  *Analyse the skills and behaviours needed for the different jobs, make up simple skills checklists and identify various levels* |  |
| **Closing the enterprise** |  |  |
| **Celebrate and close in a professional way and don’t just fade away.** | Insert answer here  Make sure everything is disposed of in a clean and professional way, if you have stock/equipment left over, sell it to add to the enterprise’s success. |  |
|  | **Good luck!** |  |
| **Name of Enterprise:** | **School / College name and ID number** | **Next steps – write in this column** |
| **Early Questions** |  |  |
| **What is the purpose of the enterprise?** | Insert answer here |  |
| **Who is it for – who are our customers?** | Insert answer here |  |
| **What does the enterprise do?** | Insert answer here |  |
| **How long will the enterprise last?** | Insert answer here |  |
| **Who benefits from any money raised from the enterprise?** | Insert answer here |  |
| **What would improve if the enterprise were created?** | Insert answer here |  |
| **Marketing and Brand** |  |  |
| **What is the vision of the Enterprise?** | Insert answer here |  |
| **What is the mission of the enterprise?** | Insert answer here |  |
| **What are the ‘brand values’ of the enterprise, what can you see and feel?** | Insert answer here |  |
| **What is the social purpose of the enterprise?** | Insert answer here |  |
| **Have you conducted any market research – who and how will you do this?** | Insert answer here |  |
| **Who is your competition?** | Insert answer here |  |
| **How could you use social media?** | Insert answer here |  |
| **Finance** |  |  |
| **What money do you need to start your enterprise?** | Insert answer here |  |
| **What are your cashflow requirements?** | Insert answer here | **Answer – Apply for the Peter Jones Tycoon SEND Enterprise Loan up to £1000!** |
| **Do you need all the money at once?** | Insert answer here |  |
| **What money will you need for ongoing expenditure?** | Insert answer here |  |
| **How much will you charge for different items?** | Insert answer here |  |
| **What are your predicted weekly sales?** | Insert answer here |  |
| **What wastage will be generated?** | Insert answer here |  |
| **What add on sales could you generate?** | Insert answer here |  |
| **How will you record sales and purchase?** | Insert answer here |  |
| **Will you accept cash or just online?** | Insert answer here |  |
| **If you take cash, where will it be stored?** | Insert answer here |  |
| **What bank account will be used for online payments?** | Insert answer here |  |
| **Operations – making it work** |  |  |
| **Where will you make / deliver your enterprise?** | Insert answer here |  |
| **What environmental health rules will you need to abide by (if any)?** | Insert answer here |  |
| **How will customers place orders?** | Insert answer here |  |
| **How will you make purchases or raw materials and packaging?** | Insert answer here |  |
| **Where will raw materials and packaging be stored?** | Insert answer here |  |
| **What equipment do you need?** | Insert answer here |  |
| **What will you need to order daily / weekly / monthly?** | Insert answer here |  |
| **People** |  |  |
| **Who will lead the enterprise?** | Insert answer here |  |
| **Who will manage the enterprise on a day-to-day basis?** | Insert answer here |  |
| **Who will work in the enterprise?** | Insert answer here |  |
| **Will staff and students get paid (no) how will they get rewarded?** | Insert answer here |  |
| **Does the school insurance policy cover for injuries / breakages?** | Insert answer here |  |
| **What different ‘jobs’ are there?** | Insert answer here |  |
| **Who will need to be trained and on what?** | Insert answer here |  |
| **How can this enterprise add value to a students’ career development?** | Insert answer here |  |
| **Closing the enterprise** |  |  |
| **Celebrate and close in a professional way and don’t just fade away.** | Insert answer here |  |
|  | **Good luck!** |  |

**For help contact** [**hello@talentinocareers.co.uk**](mailto:hello@talentinocareers.co.uk)