

WHO?

WHAT?

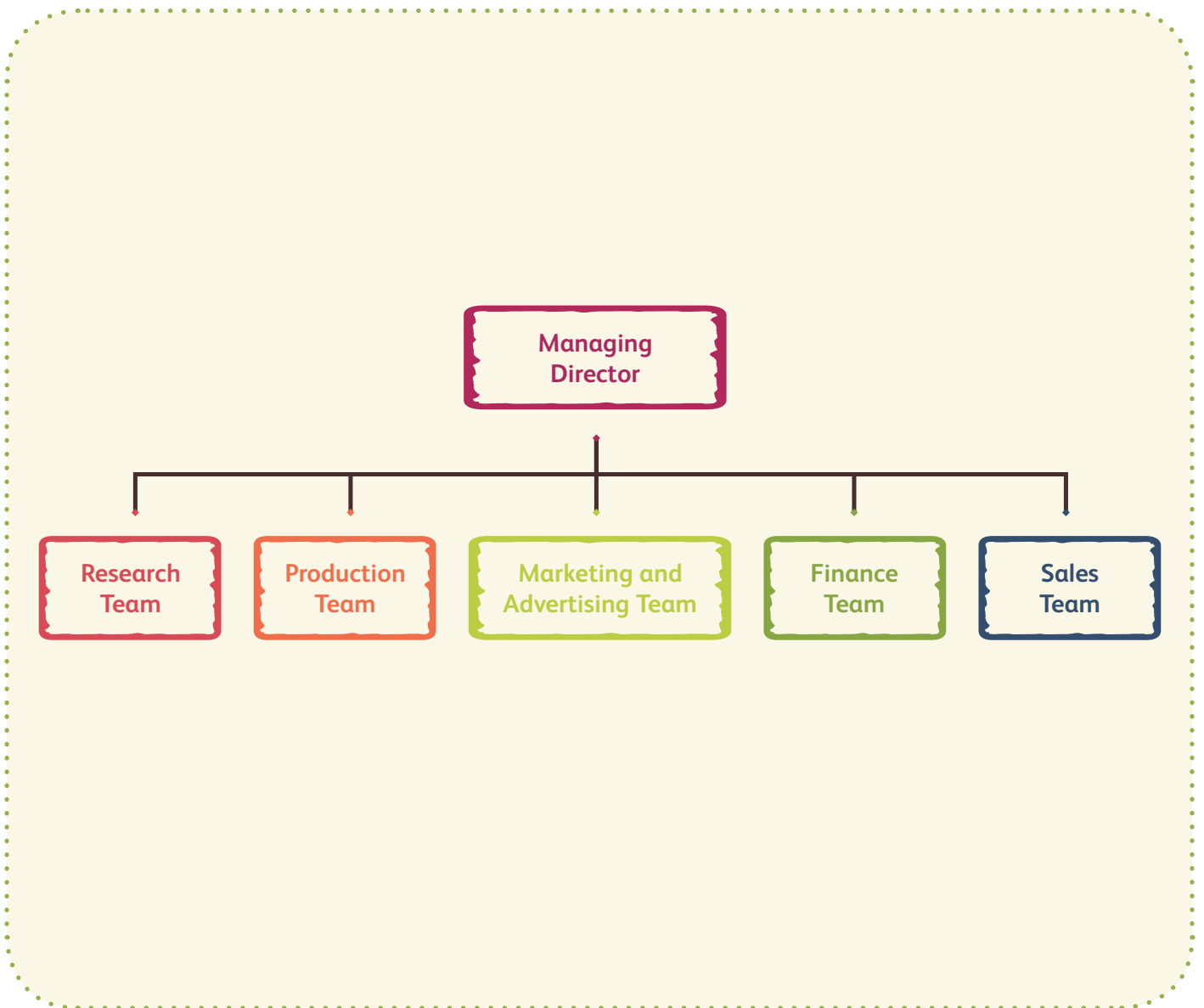


How?

WHY?

# Roles

To get started, you need to set up the enterprise! As a whole class, think about the structure in your school and compare it with the structure and duties below.



## Managing Director

Duties include:

- overseeing everything to make sure that the job gets done;
- communicating standards of behaviour;
- monitoring progress;
- encouraging good team working and team spirit;
- motivating team; and
- reporting feedback on progress.

## Research Team

Duties include:

- finding out any information required, including carrying out market research;
- communicating findings to the Managing Director; and
- completing regular reports for the Managing Director.

## Production Team

Duties include:

- identifying and ensuring food health and safety procedures are carried out;
- ensuring products are measured and packaged on time;
- cleaning and packaging produce;
- communicating findings to the Managing Director; and
- completing regular reports for Managing Director.

## Marketing and Advertising Team

Duties include:

- increasing the number of people who will buy produce;
- advertising the produce;
- communicating findings to the Managing Director; and
- completing regular reports for the Managing Director.

## Finance Team

Duties include:

- sourcing funding if required;
- costing the necessary ingredients;
- deciding on the selling price of the produce;
- projecting profit if applicable;
- communicating findings to the Managing Director; and
- completing regular reports for the Managing Director.

## Sales Team

Duties include:

- providing face-to-face customer service;
- operating cash taking and giving procedures;
- counting money in (separating coupons and vouchers from cash if applicable);
- ensuring the money in the till balances;
- making deposits as agreed with the Managing Director (for example, school safe);
- communicating findings to the Managing Director; and
- completing regular reports for the Managing Director.



Once you have compared the structures and duties, collectively you should agree how you will work together. Use these **Name Badges** to identify your team members.

Think about:

- a Code of Conduct;
- expected enterprising behaviours, for example energetic, meticulous, hardworking; and
- how you will resolve difficulties and disagreements. (Use this [Thinking Card](#) to help.)

## Realising Ideas

Come up with as many ideas as possible. The wilder the better!

### Try this:

Imagine walking up and down the fruit, vegetable, meat and tinned food aisles of a grocery shop or supermarket, then link potato bread with other products to spark some ideas. For example, cheese and onion or blueberry potato bread.

Don't worry! Most of them won't be good ideas, but record them all, there will definitely be some amazing ones as a result!

Record the ideas as they are generated. An app like [Popplet](#) can help with this.

## Market Research

Who are you going to sell your produce to?

Thinking about your customers, what kind of flavours might appeal to them?

Think about:

- What do we need to know?
- How can we ask?
- What is the best way to analyse the results?

Find out if your potential customers like any of your better ideas by designing and carrying out a simple market research questionnaire. You could do this on paper or using an online tool such as [SurveyMonkey](#). You can access SurveyMonkey on C2K's online portal, MySchool.



## Define

Now you know what produce you will sell, you need to carefully plan the enterprise event.

Consider production in terms of the ingredients, equipment and skills necessary to make the produce.



Think about:

- Where will you sell?
- When will you sell?
- How will you sell?

As you are considering these questions, think about how much time you will need to get your produce to market.

Are there ways you might make sure sales are maximised? For example, taste trials, pre-orders or 2 for 1 offers.

## Finance



Use this **Money Vocabulary Sheet** to help you work through the Finance aspect of your enterprise.

Explore the price of ingredients and research if the same item is cheaper in different shops. Shop well for less and try to source the best value for money! See the **Opened-Ended Problem: What's the Best Value?** challenge for some activities that might help with your research.

Use the information you have to make a record of expenses and projected sales.

Calculate the 'break-even' point, then think about the customer's budget when calculating what price you will sell your produce for.

Think about:

- Will you want to make a profit?
- How profitable can it be?

Use this calculation to help: **GROSS PROFIT – EXPENSES = NET PROFIT**

### **Don't forget:**

It is very important to collectively agree how you will spend any profit. Might you share some or all of your profit with a charitable cause?

Consider ways of increasing profit. Use this [Thinking Card](#) to help you decide.

Use this **Prompt Card** if you're stuck for ideas.

Charts are a useful way to analyse expenses, sales and profits. You could use a spreadsheet to help you carry out your analysis and draw conclusions.





## Name Badges

Managing Director

Research Director

Research Executive

Research Executive

Research Executive

Research Executive

Production Director

Production Executive

Production Executive

Production Executive

Production Executive

Production Executive



Marketing & Advertising  
Director

Marketing & Advertising  
Executive

Marketing & Advertising  
Director

Marketing & Advertising  
Executive

Marketing & Advertising  
Director

Marketing & Advertising  
Executive

Finance Director

Finance Executive

Finance Executive

Finance Executive

Finance Executive

Finance Executive

Sales Director

Sales Executive

Sales Executive

Sales Executive

Sales Executive

Sales Executive



## Money Vocabulary Sheet



**Pence**

**Pound**

**Price**

**Spend**

**Break-even**

**Budget**

**Expenses/  
Overheads**

**Value**

**Amount**

**Cheaper**

**More expensive**

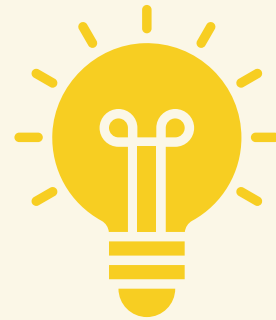
**Net profit**

**Cost**

**Total**

**Gross profit**

## Prompt card



- Sell more potato bread
- Increase market size
- Increase the price of potato bread
- Reduce the cost of overheads
- Negotiate a lower cost price with suppliers
- Seek sponsorship for some of the ingredients
- Source more ingredients to increase potato bread stock

## Reflection card

- How did you work together as a team?
- How did you resolve disagreements?
- Was it easy to come up with ideas?
- What worked well?
- What would you do differently?
- What ideas do you have now?

