

# Programme Guide

## YOUNG ENTERPRISE NI **BUSINESS BEGINNINGS**



# Contents

---

	<b>Page</b>
Introduction	1
Session 1: What is a business?	2-5
Session 2: Skills and Qualities	6-8
Session 3: Product Ideas	9-11
Session 4: Marketing Plan	12-15
Session 5: Production	16-18
Session 6: Sales Event	19- 21
Session 7: Evaluation	22-24



# Introduction

Welcome to our new look Young Enterprise (YE) Business Beginnings programme and digital experience. We have developed this programme to help support you to give students a positive experience on starting their Young Enterprise business journey.

Throughout this guide we aim to provide you with the help, advice and direction that you need to navigate your way through the programme. It will explain how to deliver the programme to a class and will provide you with digital content that will help bring the programme to life.

The guide will break down each session to provide you with an overview, objectives, timings, delivery outline alongside materials needed, and preparation required to deliver a successful session. It is important to understand that the programme content and time scale will very much depend on you and the time you have available. As well as following this guide, you and the students may need advice, motivation and enthusiasm to help you along the way and Young Enterprise staff will be on hand to support you throughout.

## Materials outline table

(Please note that any references to student workbooks or printed materials can also be documented on blank paper with the support of the digital content.)

Qty	Item	Session						
		1	2	3	4	5	6	7
1	Programme Guide	X	X	X	X	X	X	X
1 per pupil	Student Workbook	X	X	X	X	X	X	X
1 per pupil	Labels			X				
1	Presentation link	X	X	X	X	X	X	X
1 per pupil	Ballots			X				
1	Discussion point support page				X			
1 per pupil	Certificates							X

## Programme Overview

Students set up and run their own business. Discovering important decisions that must be made. They raise start-up capital, decide on a business idea, discover their strengths, apply for job roles, produce products, sell at a trade event, report on their experiences and evaluate themselves.

## Important considerations prior to programme starting

- How much time do you have to spend on the programme? Producing something from scratch may take longer than buying in and selling on.
- The amount of start-up capital may impact their product choice.
- Are you working towards a sales event date?
- Could the parents / guardians of the class bring any experience or business contacts to the class that may help them decide on their product?
- Are you entering the competition for the chance to win £100?

# Session 1 - What is a Business?

## Overview

Students find out what is a Business and an Entrepreneur. They discuss different examples for each and what might make them successful. They also experience business in action by working in groups, coming up with a product idea, marketing it and pitching their idea to the class.

## Session Objectives

Pupils will:

1. Define a business, discuss examples and talk about what makes them successful
2. Define an Entrepreneur, discuss examples and talk about what makes them successful
3. Hear from one of our YE Business Volunteers and listen to their journey
4. Be introduced to what it feels like to be a part of a business and experience how businesses work.

## Session Skeleton (1 hour 15mins)

- Introduction
- Business – definitions
- YE Business Volunteer story
- Juice business activity
- Summary and Review



### Materials

- ✓ Student workbooks
- ✓ Presentation link - [Click here](#)



### Preparation

- ✓ Review the guide for this session
- ✓ Set up your link to the Business Beginnings presentation.

# Session 1 Delivery Outline

## Slide – Welcome

Explain to the students that over the next 7 sessions you will be having lots of fun together while learning how to start up and run their own business.

## Slide – YE Ambassador Welcome

In this video our YE Ambassador will give you and the students an insight into the Business Beginnings programme and what to expect.



Hand out the workbooks.

Ask the Students to write their names on the front cover and tell them that these are for them to write in and that they will be able to take them home at the end of the Business Beginnings programme.

Share the objectives of the first session with the students.

## Slide – What is a business?

Discussion. Ask the students if they can tell you what a business is.

Click to reveal definition;

Business: A company that produces and/or sells goods or services and a place where people work.

Get the students to write the answers in their workbooks or blank paper – page 1.

Ask the students to give you some examples of businesses. Make sure they cover small, medium and large businesses.

## Slide – What makes a business successful?

Which of the examples/businesses discussed do they think have been most successful and why?

Make a list of the student contributions on the space provided

on screen and ask the students to write these

words in their workbooks or on a blank page – page 1.

You might like to take a screen shot of the

page in case you need to come back to it.

Do they know any businesses which have been unsuccessful and why?



## Slide – What is an Entrepreneur?

Ask the students if they can tell you what an Entrepreneur is?

Click to reveal definition;

Entrepreneur: A person who sets up and runs their own business. Get the students to write this definition into their books if they have one, or alternatively capture on a blank page - page 1.

## Slide - What makes a successful Entrepreneur?

Discuss what qualities/skills a good entrepreneur would have and write their contributions on the board.

You might like to take a screen shot of the page in case you need to come back to it.

The students can also write answers in their workbooks or a blank page – page 1.



Explain to the students they are now going to hear from one of our Business Volunteers who started their own entrepreneurial journey by creating their successful business.

## Slide – YE Volunteer Story: Adam from Shnuggle.

Discuss video.



# Challenge: The Juice Business



Students should be in groups of about 5 or 6.

## Slide – Now it's your turn...

The students are going to experience what it feels like to be part of a business.

## Slide – Challenge announcement.

In this YE staff video, Rachael will explain to the students how the activity works.

## Slide – Main ingredient.

Spin the wheel for each group in turn so they discover the main ingredient in their juice. Ask the students to colour in their flavour segment in their books on page 2 or capture on a blank page.

## Slide – Target Market.

Spin the wheel for each group in turn so they discover their target market. Ask the students to colour in the correct segment in their books if they have one, or capture on a blank page.

## Slide – Unique Selling Point

Spin the wheel for each group in turn so they discover what makes their juice carton unique. Ask the students to colour in the correct segment in their books or capture on their page.

## Slide – Cost price

Spin the wheel for each group in turn so they discover how much it costs to produce their juice carton. Ask the students to colour in the correct segment in their books or capture on a blank page.

## Slide - What are you going to charge for your product?

Give the students some time to discuss what their sales price will be. Ask the students to write this down in their books or a page. The students can then calculate what their profit will be. They may need some assistance with this.



## Slide – Design what your product will look like.

Ask the students to have a business meeting with their group and discuss their juice in more detail. They can use page 2 to note down any design ideas they have or jot down on a piece of paper.

Together they will design their juice carton on page 3 in their workbooks or on a plain piece of paper.

Once the groups have completed their tasks each group in turn will stand up and present their juice business idea to the rest of the class.

Congratulate all the groups on completing their first business challenge. Emphasise that communication, teamwork, organisation, ideas etc. all help to improve a business.

When they have completed the activity and experienced business in action, they can add any new words into their books about what makes a good business on page 1 if they have one.

# Session 1 Conclusion and Recap



## Interactive digital activity - Business Sizes

Is this a small, medium or large business? Use this activity to solidify their learning.

### Slide - Summary and Review.

Recap on session activities and consider some of the points listed on this slide.

Some options for start-up capital:

1. Student contribution
2. PTA – borrow the money from the PTA
3. School bank – borrow the money from the school bank
4. Have a fundraising event to raise the start- up capital.



### Slide – Next session - Skills, qualities and applying for job roles.

Explain to the students that next week they are going to start making very important decisions in relation to their own business. They will identify their strengths and apply for job roles within the business.

## Suggested activities before the next session



**Research local businesses**



**Talk to an entrepreneur (if they know any)**



**Start to think of product ideas for their business**

# Session 2 - Skills and Qualities

## Overview

In this session, the students will discover their own characteristics, be introduced to various job roles in a business and identify and apply for the job they would like.

## Session Objectives

Students will:

1. Recap the last session
2. Discover what characteristics they have
3. Explore the different job roles within a business
4. Identify a job that would suit them and write a 30 second elevator pitch to apply
5. Gain interview tips for the future

## Session Skeleton (1 hour)

- Introduction
- What animal am I?
- Define management roles and teams
- YE Business Volunteer interview tips
- Good v Bad interview activity
- Summary and Review



### Materials

- ✓ Student workbooks or blank paper
- ✓ Presentation link - [Click here](#)



### Preparation

- ✓ Review the guide for this session
- ✓ Set up your link to the Business Beginnings presentation.
- ✓ Think about your students' skills and qualities and who might be good for which job role



# Session 2 Delivery Outline

## Welcome Slide

Recap the last session.

## Slide - YE Staff Video Introduction to Session 2

YE staff video explains to the students what this session is all about.

## Job Role Slides (x6)

Direct the students to page 7 in their workbook (also shown digitally). Talk through the various jobs that are available within the business, discuss the duties and the qualities needed to do the job.

Ask the students to think about which role they think might best suit them.



## Challenge: Which animal am I ?



### Slide – Challenge Announcement

In this video a YE staff member will explain their next challenge and that they will take part in an activity to find out what skills and qualities they have. Ask the students to turn to page 4 and 5 in the workbook or to have a blank piece of paper to hand.

### Slide – Your Strengths and Job Roles

On the following slides there will be a question with 4 possible answers, read the question to the students and ask them to circle the answer that best describes them if they have a booklet or to capture the number that their answer best matches on a piece of paper. Repeat for all 12 questions.

### Slide - What animal am I?

When they have completed all of the questions, explain to them that by answering these questions they are indicating what characteristics they have. They must count how many 1's they have, how many 2's and so on... They can fill in their answers on page 5 or on a piece of paper.

Explain to the students that each of these animals have different characteristics and every business needs people with different characteristics to do the various jobs.

### Slide - Mostly 1 - You are a Lion.

Read through the characteristics (also in the student workbook).



### Slide - Jobs to suit Lions.

Read through the slide.

### Slides for Dogs, Horses and Cats (repeat as above)

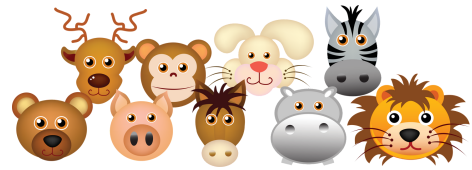




# Challenge: Job Roles



Give the students a couple of minutes to think about the results of What Animal Am I, the characteristics they have and a job that would be suitable for them and that they would enjoy.



## Slide – YE Challenge Announcement.

In this challenge announcement, Rachael will explain to the students how they will apply for the job role they want. Students should write their 30 second elevator pitch in the space provided on page 6 or on a blank page.

## Slide - Job Role Names.

The 'interview stage' can be done through the week. Individual roles are to be selected by the teacher. Get the pupils to apply for the job they want to do by presenting their 30 second elevator pitch. The teacher then decides which jobs to allocate to which students. For each department you need to pick a Manager, an Assistant Manager and then have a few people in that team to help.

Use this slide to write the names for each team, students can complete this on page 8 in their workbook or on a page. Don't forget to screen shot this page for future reference.

## Slide – Job Interviews.

Once the elevator pitches have been completed a short video will explain that in the real world, individuals applying for a job would need to go through a job interview. Our YE Volunteer will give the students some interview tips for the future.

## Slide (x2)– Interview Activity.

Use the following activity to help the students understand the difference between a good and bad interview. In the first video, students will be asked to identify 5 things the interviewee does wrong. The second video will ask the students to identify 5 things the interviewee does right.

## Slide - Which Interviewee would you choose?

Ask the students to discuss.

## Slide - Summary and Review.

Recap on the activities and consider the points listed on this slide

## Slide - Next session: Product Idea.

Explain to the students that next week they are going to be making the very important decision of what their product is going to be.

## Suggested activities before next session



Research job role



Check your checklist (page 20) or digitally provided

# Session 3 - Product Ideas

## Overview

In this session, students discuss the job role allocated to them and their new responsibilities.

Through a decision-making process the class will decide on their product/business idea and discuss in detail.

## Session Objectives

Students will:

1. Recap the last session and discuss job roles received
2. Learn some of the rules and regulations on products they can sell
3. Encourage the students to research different product ideas, how many units they could sell, cost to produce and potential profits
4. Explore why it is important to decide as a group on a business idea and the benefits of working together
5. Work together to come up with a business idea and explore the decision-making process
6. Through a voting system, decide on the product idea

## Session Skeleton (1 hour & 15mins)

- Introduction
- Discussion around product ideas
- Good v Bad Activity
- Workbook Activity
- Summary and Review



### Materials

- ✓ Student Workbooks or blank paper
- ✓ Presentation link - [Click here](#)
- ✓ [Ballot Slips](#)
- ✓ [Product Approval Form](#)
- ✓ Stuck for Ideas



### Preparation

- ✓ Review the guide for this session
- ✓ Set up your link to the Business Beginnings presentation.

# Session 3 Delivery Outline

## Welcome Slide

Recap on previous session.

## Slide – Job Roles.

Confirm who got what job. Discuss job roles given to the students and ensure they fully understand their position within the business, encourage the students where possible to act out their job role. Remind the students about the checklist for each job role starting on page 20 of their workbooks if provided. Ask each of the students to keep notes in the notes section of their workbook to update the rest of the team on their department. Encourage each department (Marketing, Sales, Finance, Events and Production) to sit in groups (if possible).



## Slide - Product Ideas

Explain to the students that in this session they are going to make a very important decision – what their product is.

## Slide – Rules and Regulations

Display and discuss what the class can not produce or sell.



- No Flammable Products
- No Food
- No Perfumed Products
- No Soaps, Lotions, Creams
- No Electrical Items

## Slide – YE Staff Video will give an insight into this week's session.

This video links to the next activity.



## Interactive digital activity - Good Ideas v Bad Ideas

This activity will encourage the students to start thinking in a business-like way and will cover some important topics they should consider when deciding on their own product idea..

## Slide – Business Ideas

You will find some things to think about when deciding on a product idea. Discuss each of these and why they are important when starting a business. Page 9 in their workbook, if provided, can add to your discussion points.



# Challenge: Product Ideas



## Slide – Challenge Announcement

In this challenge announcement, the students will be asked to start thinking about product ideas to sell to their target market. Our YE Ambassador will also introduce The Danske Bank Sustainability Challenge. Ask the Managing Director to come up to the front and start making a list of all the ideas on the following slide.

## Slide - Business Ideas

Ask the pupils to come up with lots of ideas for their business and write these on the board. Don't forget to take a screen shot of all their ideas. The 6 most popular ideas will then be added to the 'Business Ideas' table on the following slide.



## Slide – Business Ideas! Let's Decide

Discuss each of the 6 ideas and decide why it would be a good/bad idea to have this as a business idea and complete the boxes. Get the students to decide on the top 3 ideas and complete the table. It is important to encourage and guide the students in the right direction with their product choice. This page can be screen shot in case you need to refer to it later.

## Slide – Let's Vote

Get the students to fill out their ballot slips in secret and post them in a ballot box. If this is not an option, then ask the students to raise their hands to vote for their favourite idea. While you are counting the votes, the students can write the top 6 ideas into their workbooks on page 10 or save screenshot of ideas. Count the votes and announce the winning idea.

## Slide – Our Business

Now that the business idea has been decided, discuss the workbook activity on page 11 (also shown on the slide) and fill in any information known. The students will complete this through the week after they have researched their idea further i.e. costings for raw materials, advertising materials, equipment, event materials, how many they could potentially sell etc.

## Slide - Summary and Review

Recap on the session activities and consider some of the points listed on this slide.

## Slide – Next Session: Marketing Plan

## Suggested activities before next session



Set up team meetings



Check your checklist



Arrange start-up capital



Complete product approval form (can be downloaded from YE Academy session 3)



Think about your business idea in more detail & complete page 11 if workbook available.

# Session 4 - Marketing Plan

## Overview

This session is about developing the students' business idea and encouraging them to complete tasks in their job roles.

The students will complete their marketing plan and decide on the company name, logo, aims and objectives.

## Session Objectives

Students will:

1. Recap the last session
2. Ensure students are following the weekly checklists provided
3. Discover what a marketing plan is and write one for their own business
4. Decide on a company name and logo
5. Work together to identify the company aims and objectives

## Session Skeleton (1 hour & 15mins)

- Introduction
- Group Discussion
- YE Business Story
- Workbook Activity
- Interactive logo activity
- Summary and Review



### Materials

- ✓ Student Workbooks or [downloadable 4 P's template](#)
- ✓ Presentation link - [Click here](#)
- ✓ [Team discussion points for meetings](#)



### Preparation

- ✓ Review the guide for this session
- ✓ Set up your link to the Business Beginnings presentation.
- ✓ Set the classroom up as a board room style setting

# Session 4 Delivery Outline

## Slide - Welcome to Session 4

Explain to the students that during this session they will focus on their business plan. The students are going to take the lead but the first thing they need to do is come up with some meeting rules.

## Slide – Meeting Rules

Encourage the students to come up with a list of rules for their meetings – this will help them take ownership. Write their suggestions on the board. Once completed don't forget to screen shot their rules for future reference.



## Slide – Our Business Research

Ensure page 11 if available has been completed or that the following information is captured on back of downloadable 4 p's sheet – business information, costings, possible sales, start-up capital. Discuss their business idea and any research carried out through the week, ensuring that all this information is written down.

## Slide – Checklist

Ensure the students have followed their checklists, starting on page 20 or available digitally at the end of every session, and listen to any feedback.

## Slide – Start-up Capital

Ask students to discuss the start-up capital with the class, if and where they obtained it.



## Slide – Marketing Plan

Explain to the students that today they are going to work on the Marketing Plan for their business – “The plan a business makes for how it will create a product and sell it to customers”. The marketing plan is made up of the “4P’s” – Product, Price, Place and Promotion.



## Slide – YE Business Story

Paddy Cusack from McDonald's. Discuss video.



# Challenge: Marketing Plan



## Slide – Challenge Announcement

In this challenge the students will be completing a Marketing Plan for their business. The Managing Director is encouraged to stand at the front and talk the teams through each of the '4P's'. Pointers and support are given along the way and the video can be paused while each of the topics are discussed and the students get time to write the answers in their workbook on page 12 or on the downloadable worksheet

## Slide – Student 4 P's Template

The Marketing Plan (4 P's) is available to download if booklets are not available

## Slide – Business Image

This page is taken from their workbooks and should be used to decide the company name, logo, aims and objectives. It can also be documented on blank pieces of paper.

- Company name - encourage students to think about a catchy and memorable name.
- Company logo - a graphic representation or symbol of a company name. Give examples like Nike, McDonalds, their own school logo and use the logo activity to reinforce.
- Aim - a business aim is the goal a business wants to achieve.
- Objective – a business objective is a detailed picture of a step you plan to take in order to achieve a stated aim.



## Interactive digital activity - Match the logo

This activity will help reinforce learning about logos and recognise the use of logos in business.

## Slide - Summary and Review

Recap on the session activities and consider some of the points listed on the slide. Ensure the business decision is viable and that the students have thought about each area and most importantly costs. Encourage them to follow their department checklists and give advice when needed. At this stage, the students will need to understand that they now need to get on with the business themselves and that it is up to them to make it a success. If the group need motivation, discuss what they would like to do with the money if their business makes a profit e.g. charity, school equipment, school trip, divide among members. Encourage the different departments to start meeting separately to discuss their area - see next page for discussion points.

## Slide - Next Session: Production



## Suggested activities before the next session



**Set up team meetings**  
(see below)



**Check your checklist**

Encourage the different departments to start meeting separately to discuss their areas. Give each team their specific discussion points as seen below.

### Topics for each team to discuss

YOUNG ENTERPRISE NI  
**BUSINESS BEGINNINGS**



**Managing Director: You should ensure all teams are communicating, working efficiently together to meet deadlines and oversee that each team is running smoothly.**



Marketing Team:

- Market research
- What messages should we communicate to people about our product, place and price?
- How can we encourage people to buy our product?
- How can we promote our product – school newspaper, flyers, leaflets, packaging?
- How do we monitor customer satisfaction?



Sales Team:

- Sales pitch
- How can we increase sales?
- How do we monitor customer satisfaction?
- Have we any unique selling opportunities?
- Motivate team to achieve more sales



Production Team:

- Product design and purchasing of materials
- Production flowchart (to be discussed in session 5)
- Ensure quality products to guarantee customer satisfaction
- Keep costs to a minimum
- Deliver on time



Events Team:

- Identify target audience
- Where and when will we have our sales event – venue, dates, times?
- Design trade stand and work with Marketing Team to best promote product
- Health and Safety assessment for event
- Record all sales and cash
- Organise rota for manning stand



Finance Team:

- Produce a financial plan
- Monitor progress of all teams to ensure the business meets targets
- Agree price of product
- Record all financial transactions
- Keep all money safe



WWW.YENI.CO.UK



Find us online @YoungEnterpriseNI

# Session 5 - Production

## Overview

This session is all about the production of their product. (N.B. If the students are buying a product and selling on, the session can be altered).

At the beginning of the session the focus will be on ensuring the students act safely when producing their product. The students will then plan their production flowchart so that all members of the business fully understand the process. It is then up to the students to carry out production of their product throughout the week – time needed will depend on the product idea.

## Session Objectives

Students will:

1. Recap the last session
2. Ensure students are completing the weekly checklist given
3. Discover the importance of Health and Safety in the workplace
4. Plan the production flowchart and discover their own business needs to produce the product
5. Start the production process

## Session Skeleton (1 hour)

- Introduction
- Interactive Activities
- Workbook Activity
- Group Discussion
- Summary and Review



### Materials

- ✓ Student Workbooks or blank paper
- ✓ Presentation link - [Click here](#)



### Preparation

- ✓ Review the guide for this session
- ✓ Set up your link to the Business Beginnings presentation.

# Session 5 Delivery Outline

## Slide - Welcome to Session

Recap on previous session.

## Slide – Marketing Plan

Ensure the marketing plan from the last session is complete. This may involve discussing each answer separately and giving encouragement when necessary. Ensure each of the teams have completed the tasks they were given in the 'team discussion points' from the previous session and are motivated to succeed.

## Slide – Health and Safety

Explain that today you will discuss Health and Safety when producing a product and plan the production flowchart, then throughout the week the class will produce their product. Give some examples of issues that may arise using the slide pictures.



### Health and Safety at Work Act 1974

Anyone entering these premises must comply with regulations covered by the above act

## Slide - Health and Safety at Work Act

Introduce the students to this law. This is very important when you are planning your business as it is important to think about the things that could go wrong. You want to be thinking about what might cause you or the other members of the business to injure themselves or cause them to suffer an illness as a result of the work they are doing. There is a law that everyone must follow, it is called the Health and Safety at Work Act. It requires them to find out what might cause an accident at work; and put rules in place to prevent it. Workers then have a responsibility under this law to follow the rules that have been made.

## Slide - Health and Safety Tips

Discuss the information on this slide regarding machinery, protective clothing and fire precautions.



Ask for a volunteer in the class to be the Health and Safety Officer (not one of the managers) and explain that throughout the production and event stages they will be responsible for the Health and Safety of their employees, customers and general public.



## Interactive digital activity - Danger Scene

This activity will give students the opportunity to identify different dangers in a workplace setting. Through a discussion about this scene you should click on any dangers that the students discuss and an explanation of why it is dangerous will appear.

## Slide – YE Staff Video

YE staff discuss the concept of producing a product and introduce the next activity.



## Slide – What do we need to plan when producing a product?

On the screen you will see some things you will need to think about when producing your product. Discuss each topic in turn.



## Interactive digital activity - Production process

Once you have discussed each of the topics drag and drop them into the boxes so that a production flowchart is arranged. The students can use their workbooks to complete their production flowchart (Pg14) if they have one, or they can copy to a page.



# Challenge: Production Plan



### Slide – Challenge Announcement

This video asks the Production team to take the lead and discuss the production process in more detail with the class.

### Slide – Thinking points

The production team should take the lead, each box should be clicked to reveal some discussion topics to have with the class.

This will form a plan for the class to start their production. Students can use the notes section in their books to make notes or use blank paper.

If the students decide not to produce a product from scratch and want to buy something in and sell it on, form a discussion on what to do / not to do.

Plan and Design

Buy and prepare materials

Health and Safety

Produce products

Quality Control check

Ensure products are ready for sale

### Slide – Ordering online

Ask students to do this with an adult.

This slide encourages them to think about what to look out for, for example, delivery times, quality, price, multibuy, value for money, shopping around, research, reviews and product dimensions.



### Slide - Summary and Review

Recap on the session activities and consider some of the points listed on this slide.

### Slide - Next session: Organising the Sales Event

## Suggested activities before next session



**Research - Produce or buy in a product.**



**Check your checklist (page 20 or online)**

# Session 6 - Sales Event

## Overview

In this session the students think about sales and organise a sales event to sell their products.

They will discuss all aspects and begin organising an event.

## Session Objectives

Students will:

1. Recap on the last session
2. Ensure production of the product is nearly complete
3. Discover different venues and opportunities for the sales event
4. Identify and plan all details needed for the event to run successfully
5. Hear some sales tips from a YE Volunteer

## Session Skeleton (1 hour)

- Introduction
- Workbook Activity
- Group Discussion
- Design your trade stand
- YE Volunteer video
- Summary and Review



### Materials

- ✓ Student Workbooks or blank paper
- ✓ Presentation link - [Click here](#)



### Preparation

- ✓ Review the guide for this session
- ✓ Set up your link to the Business Beginnings presentation.
- ✓ Think about possible sales event venues so that you have an idea of time scales.

# Session 6 Delivery Outline

## Welcome Slide

Recap on previous session.

## Slide - Sales Event

Explain to the students that this week is about selling their product to the public and making the most money possible. This is their opportunity to show all of their hard work and to promote their business. There are lots of aspects to think about and this should be led by the Event Manager and team.

## Slide - Volunteer Video

Some advice from our Business Volunteer, giving you some hints and tips on how to succeed.

## Slide – Where could you sell?

YE Trade Fair - discuss with your YE representative possible dates and venues available.



- Carol service
- In school to other pupils
- YE Trade Fair
- Summer fair
- Sports day
- Parents event
- PTA events
- Plays
- P1 intake day

Ask the students to turn to page 15 in their workbook and fill in the answer to the question, 'Where could we sell our product? Or they can capture on a blank page. The pupils can organise more than one event if desired. Any known details about the event can be documented.



## Challenge: Sales Plan



### Slide – Challenge announcement

This challenge is about planning and preparing the sales event to make it as successful as possible.

### Slides (x9) - Sales event planning

The sales team should take the lead and talk through the following slides: Advertising, Set Up and Display, Health & Safety, Price list, Float, Pitch, Sales people, Sales Record and Trade Stand. Encourage students to capture any notes.

### Slide with Videos with previous trade fair pictures



### Slide – Plan and organise your trade stand

Ask the students to turn to page 16 in their workbooks if available, otherwise they can use a blank page to plan and organise their sales table and display boards.



### Slide – YE Volunteer Video

Our YE volunteer video explains promotional methods and sales techniques to the students.

### Slide – Perfect Your Sales Pitch

Students can use the notes section of their workbooks or a blank page to write themselves a sales pitch. Encourage students to think about the YE Volunteer video and any tips that were discussed.

### Slide - Summary and Review

Recap on the session activities and consider some of the points listed on this slide.

### Slide - Next session: Evaluation

## Suggested activities before next session



### Sales activity to happen this week

If promoting on social media don't forget to tag Young Enterprise NI



Instagram

@youngenterpriseni



Twitter

@YE\_NI



Facebook

@youngenterpriseNI

# Session 7 - Evaluation

## Overview

This is the final session and concludes the Business Beginnings programme. In this session students will discover how much profit or loss they made by completing a sales record. They will also evaluate themselves as a business, discovering what made them successful and discuss anything they would have done differently.

## Session Objectives

Students will:

1. Recap the last session
2. Discuss how the Sales Event went
3. Identify sales, costs, loan/investment and work out the profit or loss
4. Introduce tax payments
5. Recap the programme and evaluate their performance

## Session Skeleton (1 hour)

- Introduction
- Group Discussion
- Workbook Activity
- YE Business Volunteers, Congratulations
- Summary and Review



### Materials

- ✓ Student Workbooks or downloadable PDFs
- ✓ Presentation link - [Click here](#)
- ✓ legacy document - [Click here](#)
- ✓ [Certificates](#)
- ✓ [Evaluation form](#) (found on YE Academy)



### Preparation

- ✓ Review the guide for this session
- ✓ Set up your link to the Business Beginnings presentation.



# Session 7 Delivery Outline

## Welcome Slide

Recap on previous session.



## Challenge: Evaluation



### Slide – Introduction video to session 7

Students are congratulated on all their hard work. The video explains that this week is all about discovering whether they made a profit or loss and evaluating themselves.

### Slide - Managing Director Discussion

Ask the Managing Director to summarise the activities of the Sales Event. Discuss questions on the slide.



### Slide - Sales Record

This is when the students discover if their business made a profit or loss. Ask the students to turn to page 17 in their workbooks and together with the class fill in the information required or fill out the downloadable sales record. Encourage the Finance Manager to take the lead in relaying the information needed. Discuss the outcome of the Sales Record.

**Legacy Donation**  
young enterprise NI

We have started the Legacy Donation initiative to encourage students to support and inspire younger students in your school, to follow in your entrepreneurial footsteps. We're asking BB Companies to consider donating 10% of your profits to help next year's company in the school to start their business.

Total Sales	How much money did you make selling your product(s)?
Total Costs	What was the cost to produce your product(s)?
Profit	Calculate: Sales - Costs
Donation Due	Profit x 10% (minimum)

This donation will be very much appreciated by the younger students in your school. This will help them to achieve the same valuable experience which you have received by taking part in the Business Beginnings Programme. Thank You.

*'Your Business Beginnings Company's 10% tax payment can make a big difference'*

School Name: \_\_\_\_\_

Young Enterprise NI is a registered Charity No. 8221228

18

### Slide – Legacy Donation.

Direct the students to page 18 in their workbooks or use the downloadable Legacy Donation page. If the business made a profit, discuss the Legacy Donation initiative with the students. We encourage companies to make a 10% donation of their profits to next year's Business Beginnings students. This will support and inspire the new students to get their journey off to a great start. It also reminds the current students that giving back to your community is good business practice and it's why so many business volunteers shared their business expertise with them as part of the programme. It would be great to have them present the money to the new students and encourage them to share their experience and tips for success based on what they have learned this year.

### Slide – Evaluation

Now they must evaluate themselves and their business ideas: What went well and even better if... Ask the students to fill in their workbook on page 19 or capture on a blank page.



If the business made a profit, discuss what the students are going to do with the money. If the students have any products left over, offer suggestions on how they could sell them.

# Session 7: Concluding the Programme

## Slide - Motivational Volunteer Video

This video congratulates the students on completing their YE Business Beginnings journey.

## Slide - Ambassador Video

Our YE Ambassador congratulates the students.



## Slide – Certificate.

Present certificates to the students.

## Slide – Summary and Review

Recap on the session activities and consider some of the points listed on this slide.

This now completes their Business Beginnings journey. Discuss with the students what they have learnt from the programme. Also encourage them to think about starting up their own business when they finish their education and discuss the benefits of doing so. Congratulate them on all their achievements.

## Slide – Thank you, hope you enjoyed the Business Beginnings Programme

**Evaluation for teachers - please now complete the evaluation form and return to your YE contact or complete online.**



# Notes

---



YoungEnterpriseNI



@YE\_NI



@youngenterpriseni



[linkedin.com/company/young-enterprise-ni](https://www.linkedin.com/company/young-enterprise-ni)



[youtube.com/100YENI](https://www.youtube.com/100YENI)

© 2022 Young Enterprise NI BB Volunteer & Teacher Guide 2022

All rights reserved.

Any text of this programme, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storing in an information-retrieval system, or otherwise except in the course of conducting a registered programme or with the permission of the publisher.

Young Enterprise Northern Ireland  
Charity No. NI032769  
YENIBBPG  
Version - 08/2022