Welcome to the Trade Your Way: Schools Challenge

You are about to embark on an amazing journey learning new skills, tackling challenges and developing money-making business ideas.

This booklet has been designed to record your progress as you work through each section. Your teacher will give you guidance on how and when to complete each stage. Good luck!
1. WHAT IS ENTERPRISE?

ACTIVITY 1 – GUESS THE SUCCESS

Can you name the entrepreneurs in these pictures? Write down their name and why they are successful.

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Saira: “Enterprise is all about making things happen. It is about having the skills, attitudes and abilities to turn creative ideas into business success. People who are good at this are called entrepreneurs.”

Complete the word puzzle below. Add words and sentences about business that begin with the letters spelling out the word enterprise. Be as creative as possible.
ACTIVITY 3 – BANANA BUSINESS

Saira: “Whether it’s what you sell, where you sell it or how you sell it, business is all about being creative.”

Your task is to write down as many business ideas as you can think of using a simple banana. Here’s an example to start you off: Selling banana smoothies at the school fete. Can you fill the bananas below? Keep going if the ideas keep flowing.
ACTIVITY 4 – Saira’s Story

Read Saira’s story below about her journey in the world of business.

“I knew from a very young age that I got a real thrill from buying and selling things. When I was 10, I helped out at the school fete and sold potted plants that my teacher had grown in her greenhouse. I loved talking to the customers and making sales.

At 16, I went to work at the factory where my mum worked during the summer holidays. It was the first time I got a pay packet and I felt very grown up having my own money for the first time. I learnt that it’s really important to work as a team and to work hard to get the job done. I impressed the factory manager so much that he allowed me to work there every summer holiday.

I finally got my dream job at 28 when I became a sales executive. My job was to sell biscuits to retailers. There were often problems to solve but the best bit was working with my customers and watching them buy my products. I learnt that to be good in business it’s important to like dealing with new people.

I then got the amazing opportunity to appear on the first ever series of The Apprentice. I had to constantly come up with ideas and my leadership skills were tested to the limits.

In 2006, I fulfilled one of my dreams and started my own business. This has been a great experience but also a lot of hard work. I’ve taken risks and made mistakes along the way, but that’s all part of being an entrepreneur. I like being the one to make decisions but most importantly I love being my own boss.”
The skills shown below are all important in becoming an entrepreneur. Look at Saira’s story again and underline the parts where she demonstrates these skills. Write a definition for each skill below.

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<th>SKILL</th>
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<td>Decision making</td>
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<td>Leadership</td>
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<td>Creativity</td>
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Now you know the skills you need to be successful – how do you measure up? Complete the Enterprise Skills Wheel below. It will show your strengths and areas for development.

1 = Room for improvement
5 = Outstanding

**Summary Task – Enterprise Skills Wheel**

Do you understand what enterprise means?
Can you list the skills needed to be a successful entrepreneur?
Have you filled in the Enterprise Wheel?

**Next Steps**

Try your hand at generating ideas and problem solving.
Saira: “You’ve learnt the basics of business and enterprise. Now it’s your turn to get creative because your next challenge is to come up with a brilliant idea for your own business. One of the golden rules of business is to be creative.”

### Activity 1 – Any Alternatives?

Draw pictures of the ten favourite things you own below. Discuss with a partner what you would do if you couldn’t have each of these. Get creative! Write next to your pictures what you could use instead. TVs, mobile phones, kettles – all the things we use have come from someone’s brainwave.

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Saira: “Being creative is also about coming up with solutions to problems. Enterprising people are always full of new ideas and new ways of doing things. If you create a business which helps solve an existing problem you are already one step ahead of the competition.”

Discuss with a partner problems you have faced or things that have annoyed you recently. For example, did you miss the bus? What did you do?
• Can you use your creativity to come up with solutions to these problems?
• Then can you think how your solutions can be turned into products or activities? For example, you could create a mobile app to check when the bus is coming.
• Record your thoughts in the table below.

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<tr>
<th>MY PROBLEM</th>
<th>MY SOLUTION</th>
<th>POSSIBLE PRODUCT OR ACTIVITY</th>
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ACTIVITY 3 – IDEAS GENERATOR

As a team you are going to plan and create your own business based at school. This could be a product or an event/activity that you sell tickets for. Fill this page with lots of ideas for your business and keep going if the ideas keep coming! Be as creative as possible – remember there’s no such thing as a bad idea. Choose your best idea and share it with the class.

PROGRESS CHECK

☐ Have you flexed your creative muscles?
☐ Have you had a go at problem solving?
☐ Do you have a product or activity for your business idea?

NEXT STEPS

We will look at how you go about setting up your own business.
Saira: “Businesses are all held together by one important factor – teamwork. Without teamwork, businesses cannot succeed.”

Put your teamworking skills to the test. Are you ready?

**ACTIVITY 1 – SPAGHETTI AND MARSHMALLOW TOWERS**

Your team’s task is to build the tallest tower that can stand unsupported using only spaghetti and marshmallows. Discuss with your teammates how you could construct your tower. Draw your ideas in the box below. You will be judged on the height of your tower and if it remains standing!
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<td>Why was teamwork important in this challenge?</td>
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<td>Did all team members agree?</td>
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<td>What problems did you face?</td>
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<td>How did you overcome them?</td>
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<td>What would you do differently?</td>
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ACTIVITY 2 – SKILLS AUDIT

Find out how your team mates measure up on their enterprise skills. Take it in turns to ask each other questions and use the boxes below to record the answers. What other skills are needed to make your business a success? Add these below before you begin.

List of business skills

1. Teamwork
2. Communication
3. Problem solving
4. 
5. 
6. 
7. 
8. 
9. 
10. 

ACTIVITY 3 – ROLES AND RESPONSIBILITIES

Before you can start your business, you need to be clear what tasks need carrying out and by who. This activity will help you decide on the roles within your team.

Read through the Roles and Responsibilities index cards on page 14. Write down the roles in order of preference along with an explanation of why you would or wouldn’t like to do that particular job.

1st

2nd

3rd

4th

5th
This person is responsible for making key decisions about the business. You are the person in charge but remember that being the boss doesn’t mean being bossy. You need to manage any problems and keep the team working together. People with good leadership, decision-making and teamworking skills make excellent managing directors.

Marketing is all about communicating your idea or product to your customers. It includes creating posters, logos and other forms of advertising. People who are skilled at art and design, and have good communication skills make great marketing managers.

This person’s job is to make the product or organise the activity. You need to be practical and hands-on. Being the production manager also means you need to be good at choosing the right materials to make your products. People with good problem-solving skills make excellent production managers.

This person is responsible for looking after all the money. You need to make sure your product or activity is being sold at the right price. People who are organised, enjoy maths and like working with numbers make really good finance managers.

This person is all about sales – selling as much as possible at the right price. You need to be confident, persuasive and have good communication and presenting skills.
Once you’ve questioned each other, decide who in your team is best suited to each role. Write their names next to their role below.

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Every business needs to have a great name. As a team, think of a unique name that’s relevant for your business. Write it here:

Have you got a list of skills and roles your team will need to do their jobs well?

Do you understand the importance of teamwork?

Have you put your team members’ names against the different jobs?

Have you got a great name for your business?

In the next section you will find out why finance is so important in business.
In any business, you will have money that flows IN, such as the cash you get from selling your product, and money that flows OUT, such as buying stock. This is known as CASHFLOW and you can think of it a bit like running a bath. You have to keep an eye on how much is flowing in and how much is flowing out.

You need to make sure you don’t have too much or too little cash stored in your business. Too much cash means that it is not being run efficiently, too little and the business is in danger of running out of money and going bust.

**ACTIVITY 1 – CASHFLOW**

Working in your groups, complete the exercise below.
- Can you list all the ways a cupcake business has money flowing IN?
- Can you list all the things this business has to spend money on? This is money flowing OUT of a business.

**CASH INFLOW**
- e.g. Sales of cakes

**BUSINESS**

**CASH OUTFLOW**
- e.g. Buying eggs and flour
A budget helps you manage your business and finances by working out what your inflows and outflows of cash are likely to be. You can see if your business is likely to make a profit or if you need to make some changes.

You will also need to show your budget to any potential investors such as your headteacher or local employers so they can see if your business is worth supporting.

On the budget below make a list of all the costs your business could have and money that could come in.

### ACTIVITY 2 – BUILDING YOUR BUDGET

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**TOTAL INFLOWS** £ **TOTAL OUTFLOWS** £

- To check if your business is in profit you’ll need to carry out the sum below.

\[
\text{Total inflows} \quad £ - \quad \text{Total outflows} \quad £ = \quad \text{PROFIT}
\]

- Does your business look healthy? You may need to look at your figures again - check them through with your teacher or parent.
Saira: “One of the most important decisions in any business is deciding what price customers will have to pay. Charging too much will put people off buying your product/activity. Charging too little may mean you sell a lot but you risk making little or no profit.”

Put your chosen selling price in the star below.
- Write down why you have decided to choose that price.
- How confident are you that you have chosen the right price?
- Do some research into how much your competition is charging to help you decide on your price.

PROGRESS CHECK
- Do you know the difference between cash inflow and cash outflow?
- Have you come up with a realistic selling price for your idea?
- Have you completed the budget sheet?

NEXT STEPS
Marketing is a way of finding out who your customers are and persuading them why they should buy your product or activity. More in the next section.
To be successful, it’s really important to understand your customers and provide them with a product or activity that they want to buy. Then you have to tell them about it. This is marketing. It doesn’t matter how good your idea is, if your potential customers don’t know about it, it won’t be successful.

Advertising is one of the ways that businesses let people know about their products. On the billboard below, write down all the different types of advertising you can think of. Which are the ones that you could use for your business?

Saira: “Sometimes the best form of advertising is through word of mouth. If you have a great product, your customers will recommend it to their friends and family.”
ACTIVITY 2 – MARKET RESEARCH

A good way to find out what your customers want is to ask them! This is called market research. You could start by finding out what your family and friends like spending their money on and whether they are interested in buying your product.

In your teams, design a questionnaire about your business idea. Try and get as many as possible completed by your friends and family. The more people who fill in the questionnaire, the more information you will have. Work out what the results reveal about your business idea and write down three key findings here:

1. 
2. 
3. 

SUMMARY TASK – LOGO DESIGN

You have already decided on a name for your business but what about a logo? You need to use a logo on all the advertising material that you produce, such as posters. It must be eye-catching, colourful, and clearly sum up your business idea.

Draw a neat version of your logo here:

PROGRESS CHECK

- Do you understand what marketing is?
- Have you identified what your customers’ needs are?
- Have you got a logo for your business?

NEXT STEPS

The whole purpose of marketing is to make sales and money. The next section looks at the importance of selling and negotiation skills.
6. BUYING AND SELLING

Saira: "One of the most important aspects of running a business is having an effective sales strategy. How are you going to get customers to buy your product or activity?"

For each sales location shown, list the advantages and disadvantages for customers. Which ones would work best for your business? Are there any others you can think of?

Street Markets

Supermarkets

High-street shops

Over the phone

Online

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You have a challenge....

As you know, there is a lot of ice in areas of the world where Eskimos live so they don’t need to buy ice. Your task is to come up with a clever solution to the task of selling ice to Eskimos.

You could decide to make flavoured or coloured ice or change it in another way that you think would encourage Eskimos to buy your ice.

Once you’ve worked out what makes your ice special, you should come up with a great pitch (presentation) that will really sell it!

Each team will need to present their ideas to your teacher who will decide who has the best idea. Remember, only one team can win.

Write down a summary of your pitch and ideas in the box below. Good luck!
To make sales, you need to make sure you are selling your products in the best location and at the right time. Thinking about your business, write down WHEN, WHERE and to WHO you will make your sales.

What time of day, day of week or time of year will you make your sales?

Where is the best location to sell your product?

Who are your customers?

PROGRESS CHECK

☐ Have you come up with a great pitch?
☐ Have you thought of a unique selling point (USP) for your idea?
☐ Have you identified the key elements of your sales strategy by deciding WHEN, WHERE and to WHO?

NEXT STEPS

You now have all the ingredients you need to put a business plan together. We will be looking at this in the next section.
ACTIVITY 1 – PLANNING

What is a plan? Why are plans useful?
Discuss the questions above with your team and write down your thoughts in the box below. Give some examples of any plans you can think of.

ACTIVITY 2 – CREATING YOUR BUSINESS PLAN

This is where all of your hard work comes together. A business plan will help you consider how to run your business and be able to explain it to others.

Write out your business plan filling in each section with as much detail as possible. Remember this is your chance to persuade potential investors to support your project!

1. THE SUMMARY

This gives an overview of your business in a couple of paragraphs. What’s the name of your business and what’s your business idea?
2. SALES AND MARKETING

Why will people want to buy your product? How do you plan to sell it to them? What is your unique selling point (USP)?
Remember WHEN, WHERE and to WHO.

3. THE PEOPLE

Who is in your team? What are their roles? What are their strengths?
4. FINANCE

In this section you will need to show your budget. It will be useful to explain how you have worked out your figures.

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TOTAL INFLOWS £

TOTAL OUTFLOWS £

PROFIT =

PROGRESS CHECK

- Why is a plan important?
- Have you completed each part of the business plan as fully as possible?

NEXT STEPS

You need to sell your idea to others. Get pitching!
8. PRESENTING YOUR BUSINESS PLAN

You have already had some experience of presenting during the Buying and Selling challenge. Think back to that experience and complete the table below.

ACTIVITY 1 – GOOD AND BAD PRESENTATIONS

What makes a good presentation?

What makes a bad presentation?

ACTIVITY 2 – OVER TO YOU!

Working in your groups, you are now going to prepare a five-minute pitch (presentation) about your business idea. It’s up to you how you present your idea, but make sure you include the following:

- Introduce your business and explain your idea.
- Introduce the members of your team and explain their roles.
- Outline your marketing and sales plan.
- Show your budget in a way that is simple and understandable. Make sure you outline how your business will be profitable.
- Think about what questions might be asked so that you can plan your answers in advance.
- Think about whether each team member should present a different bit?
SAIRA'S TOP TIPS FOR PITCHING SUCCESS

- First impressions count. Your appearance should complement your message.
- If you want your audience to have confidence in your business idea, they need to have confidence in you.
- Make sure you get your message across and think about what your audience wants to find out.
- What can you do to bring your presentation to life? Are there props or presentation software you can use?
- Having notes will help you during your presentation, but make sure you’re not just reading from a piece of paper.
- Plan when you are going to hand over from one speaker to the next.

Good luck!

Have you identified what makes a good and bad pitch?
Have you written and practised your presentation?

NEXT STEPS

You’re nearly there! You’re about to reach the final stage when you can start running your business for real.
Congratulations! You are now ready to put all your plans into action.

Complete the action plan below to help you focus on your key tasks. Remember to set your dates and timescales and check that someone is responsible for making sure they are completed.

Good luck and enjoy your journey to becoming successful entrepreneurs!

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Keep a record of everything that you are doing. You could use photos or a video diary to help you with this.

All the work that you have outlined in your business plan is really important. Go back to your business plan and make sure there’s nothing you’re missing out.