
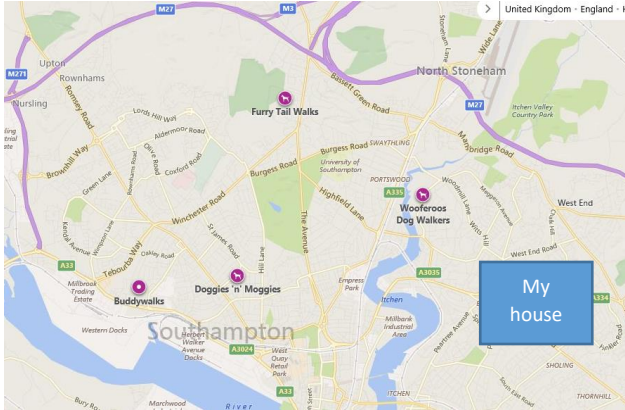
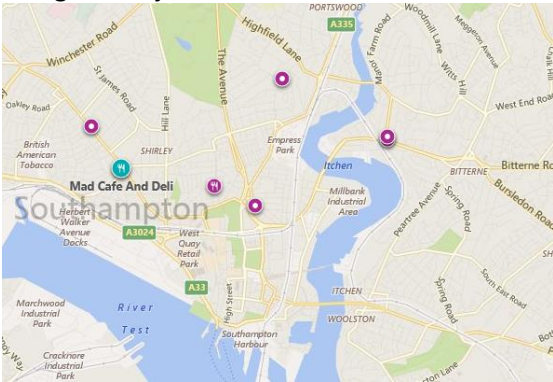
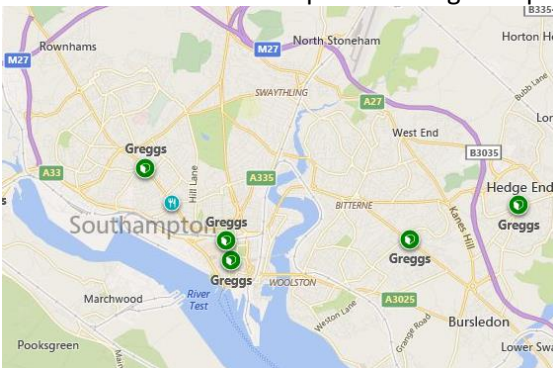
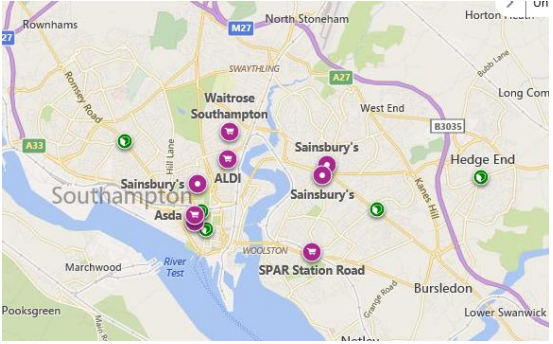


Learning Aim A – Explore ideas and plan for a micro-enterprise activity**Exploring business micro-activity**

Idea 1: Selling Donuts in school	
Description	A donut selling businesses, selling donuts with ice cream during break times in school.
Market research on competitors, their products and prices.	<p>In Southampton donuts can be bought from the following places:</p> <p>Krispy Kreme – West Quay Stone ground donuts west quay Tesco and Sainsbury (7 locations covering all the areas below) Asda (2 locations)</p>  <p>Source – Google maps.</p> <p>Prices:</p> <p>Krispy Kreme £10 for 12 plain donuts to £12.50 for a variety box of 12 donuts. https://www.west-quay.co.uk/dining/cafes-takeaways/krispy-kreme https://www.krispykreme.co.uk/menu</p> <p>Stone ground donuts: They sell single donuts or boxes of 6, 12 or 18 for a variety of prices. Prices are slightly lower for each pack compared to Krispy Kreme. http://stone-ground.com/location/westquay-southampton</p> <p>Supermarkets: on average 5 donuts for 65p (Jam. Chocolate, custard or chocolate). Source: Sainsbury's online, Tesco online, Asda online.</p>
Resources available / needed (financial and physical)	<p>I will need a very small shop, in walking distance to areas that people tend to visit to buy food. I will only need a very small customer area similar to a takeaway, with a small kitchen area to make the donuts to order. I will use an open counter so customers can see the range of toppings and fillings they can order over the counter. These facilities are at my school which I will be able to use rent free.</p> <p>It will cost £3,250 for a heavy duty donut maker: https://www.hotel-buyer-store.co.uk/commercial-mini-doughnut-maker-600-per-hr?kw.</p> <p>Rather than making my own donuts to save money I could also buy the donuts from a supermarket and add ingredients to them to make them better quality, e.g. such as ice cream on top of them.</p>

	<p>Selling already made donuts is much easier and it also means that I do not need to worry about the lack of cooking skills. It's easy to scoop ice cream onto the donuts.</p> <p>If I plan on adding to the donut such as putting ice cream into it I may need to source a small freezer for £80 and also plastic plates and spoons which can be bought from bookers for £20 (for a pack of 250).</p> <p>https://www.currys.co.uk/gbuk/household-appliances/refrigeration/freezers/333_3128_30215_xx_xx/1_20/price-asc/xx-criteria.html</p> <p>www.bookers.co.uk</p> <p>To start up this business I will need to raise £200 to pay rent for the freezer, spoons and plates, and buy the ingredients. This is much cheaper than making the donuts myself. I can sell them at school which will be free.</p>
Costing and pricing	<p>If I buy different types of donuts (jam, custard and chocolate from the supermarket for 65p for 5. It costs me 13p for each donut. If I then buy tubs of ice cream from the same supermarket https://www.mysupermarket.co.uk/shelves/ice_cream I can buy a tub of 2 litre ice cream for £1.70. Each tub will be enough to cover 10 donuts so it costs 17p per donut.</p>
Financial forecast	<p>It will cost me 30p to make each donut, I will sell each one for 50p.</p> <p>There are 1,500 pupils in my school and I will sell the donuts in the main canteen. As the canteen do not sell donuts I will attract a lot of pupils.</p> <p>I plan on selling them for a whole week during break, lunch and after school. I plan on having 50 customers per day which is 250 donut ice sales over the week.</p> <p>$250 \times 50p = £125$ of revenue minus the freezer cost of £80 and £20 of plates and spoons will give me a profit of £25 for the enterprise activity.</p>
Methods of communication and promotion	<p>I will sell direct in the canteen rather than online. I can have a Facebook page and get my friends to like it to share that I will be selling donuts. I will also produce a poster/leaflets so that tutors can share my prices and what I will be selling in tutor groups.</p>
Potential customers	<p>I will aim my business mainly at school children. I will target these groups because children are more likely to want to eat unhealthy products such as Donuts and I can access them easily as I will be in school at the same time and so I can use school as the opportunity to make profit from pupils already there.</p>

Idea 2: Dog walking business to local residents in the summer holidays	
Description	To help busy dog owners look after their pets. Take dogs for walks, looking after them whilst owners are in work / on holidays during the summer holidays after my GCSEs.
Market research on competitors, their products and prices.	<p>There are 4 dog walking businesses in Southampton:</p>  <p>Current prices: £10 - £12 per hour for 1 dog walk or £3 - £5 extra for two dogs. Weekend prices are also £2 - £4 more per dog walk.</p> <p>Prices found from:</p> <p>http://www.dogwalkersouthampton.co.uk/</p> <p>http://happydogstrainingandwalking.co.uk/</p> <p>http://www.buddiepet.com/</p>
Resources available / needed (financial and physical)	<p>Physical resources – As I cannot drive I will only offer this service to residents that live in walking distance to my house so I do not require many physical resources. I will need use of my own laptop to create leaflet and advertise on social media, buy dog leads, dog washing facilities, dog treats. Near me there is a large park area which I will use to walk the dogs. As the map above shows that there is no dog walking businesses my side of Southampton currently.</p> <p>Financial resources – I will need approx. £100 to purchase my equipment to be able to advertise and take dogs out on walks.</p> <p>I will be able to complete this activity on my own with no help from others. As I cannot drive I will only base this activity to local residents within a mile walk to where I live.</p>
Costing and pricing	To break into the market I will charge less than current dog walkers, charging £8 per hour per dog for a dog walk any day of the week. To cover my costs I would only need to have 13 dog walking customers over the 6 weeks summer holiday I plan on starting this business activity.
Financial forecast	I will aim to do 4 dog walks a day (1 hour walks, two dogs at a time) throughout the summer holidays from August 1 st until August 31 st 2019. I will have a day off each Sunday so I will run my business for a total of 27 days. Therefore if I make £32 per day for 4 dog walks, in total I will make revenue of £846. Taking away £100 startup costs will mean a final profit of £746.
Methods of communication and promotion	I will have my own social media Facebook page and deliver leaflets to advertise myself as I will be working from home. I will also have a review section on my Facebook page so my customers can promote my business.
Potential customers	Dog owners, working people, people who do not have children or anyone at home to look after their pets when they are away during the summer.

Idea 3: lunch delivery business to teachers in school	
Description	<p>To provide high quality lunches to teachers in my school. Giving teachers an alternative to canteen food and delivering the lunch straight to their room saving their lunch breaks having to queue and find food and drink. Based in my school saving the time teachers waste in queueing up for food. I will buy the lunch during break and deliver it to teacher's classrooms during lunch time. I will offer meal deals and charge extra for delivery which is what my profit will become. I will plan to do this for two weeks in the summer term.</p>
Market research on competitors, their products and prices.	<p>Current lunch delivery businesses:</p> <p>Just Eat and Deliveroo – however the act as a delivery service and do not cook the lunch themselves. https://deliveroo.co.uk/</p> <p>Deliveroo deliver lunch ordered from KFC, Burger King, Scoops, Piri-Piri, Sprinkles, Papa Johns, Thai restaurants, and Indian restaurants. Prices depend on what is bought but they charge a delivery fee. https://www.just-eat.co.uk/area/so18-southampton</p> <p>Delivers food from burger restaurants, Indian, Chinese, kebab and pizza shops. A delivery fee is charged and just east takes 15% of the total sales to themselves.</p>  <p>Delicatessens in Southampton. – Google maps.</p>  <p>Greggs Southampton – google maps, however they do not do delivery https://www.greggs.co.uk/</p>  <p>Supermarkets Southampton offer £3 meal deals and there is a Tesco within a 5 minute walking distance from school. This is the easiest place for me to get the lunch from as it is the closest to my school.</p>

Resources available / needed (financial and physical)	<p>Physical resources: I will need access to a fridge so I can store lunch ready for teacher's lunchbreak. I will also need bags so that I do not have to pay more for carrier bags. I will need to create an order form with all potential meal deal options for £3. Also I will have to create posters and put them in teacher's pigeon holes to advertise my business.</p> <p>Financial resources: I will not need any money except the cost of photocopying my posters (£10) to set up this enterprise as I will get the money from teachers first and they will pre order and pay for the lunch they want for the next working day. Doing it this way means that my startup costs are very low.</p> <p>Human resources: Depending on how many lunch orders I get (as there are 100 teachers in my school), I may need help from another student to help me pick up and deliver the lunch.</p>
Costing and pricing	<p>Source: Tesco online.</p> <p>It will cost £3 per meal deal, I will charge £3.50. This means I will gain an extra 50p per customer. This means I only need 20 customers to cover the £10 costs of promotions and photocopying.</p>
Financial forecast	<p>I will run this enterprise for two weeks (10 days) during the summer term.</p> <p>I plan on having 10 teacher orders per day, so 100 teacher orders altogether. I will make 50p per customer order so will end up with £50 of sales revenue minus £10 promotion costs will give me a profit of £40.</p>
Methods of communication and promotion	I will send emails and leaflets to teachers in my school. I will also ask to promote my business in the staff room when teachers have their meetings.
Potential customers	Teachers in my school who are easy to access as they will be in the same building as myself.

Primary research: Class vote of my ideas:

All students had a class vote on everyone's ideas, this was the results of which idea I should go ahead with after describing each one to the class:

Donut micro-enterprise – 11 votes

Dog walking micro-enterprise – 11 votes

Teacher lunch delivery enterprise – 3 votes

Based on this primary research to my peers it is a close decision between my donut idea and dog walking idea.

Plan for my chosen micro-enterprise activity

First of all I will create further Primary research to gain feedback about my final idea choice.

Questionnaire to dog owners

1. Do you currently pay someone to walk your dog during August?

☐

Often

☐

Sometimes

☐

Never

2. Do you find it difficult to walk your dogs within your daily routine e.g. work commitments?

☐

Often

☐

Sometimes

☐

Never

3. If your answer to question number 3 is often or sometimes, why?

☐

Work

☐

Immobility

☐

Hobbies

☐

Other

4. Would you pay someone to walk your dog (for 1 hour) at the following prices?

☐

£5

☐

£8

☐

£10

☐

£12

☐

No

5. What times of the day would you prefer your dog to be walked? (tick time and day)

☐

Before 9 am

☐

Mid-day

☐

Early afternoon

☐

Evenings

☐

Weekday

☐

Weekend

6. Please could you provide us with any recommendations that might also make you decide to use a dog walking business?
