

Spiral Enterprises

Business Plan

Year 9 Enterprise

Management Roles

CEO

Marketing Manager

Production Manager

Sales & Finance Manager

Executive Summary

Our Mission

Our business exists to provide a product that has meaning and value for students in our school and represents the culture and values of our school community.

Our Objectives

We want to achieve the following:

- o To produce a product that we are proud of.
- o To produce a high quality product.
- o To learn how to run a business.
- o To make a profit of \$1,000.

Highlights of our Business Plan

- o Our product is hand-blown glass statuettes of traditional Maori designs.
- o Our aim is for our product to be used as awards for high achievement / contribution.
- o Our target market is the decision-makers in our school community.
- o Our research shows that there is a strong need for our product.
- o Our research shows the selling price for our product is affordable for our target market.
- o We are able to produce our product cheaper than competitors.

Introduction



Product

The product we are selling is hand-blown glass statuettes of traditional Maori designs. These include two spiral koru designs and one fish hook design. Each statuette will be mounted on a small glass stand and will be packaged in a small box. A tag explaining the significance of each design will be attached to the statuette.

For example, *Spiral – Koru*; the koru is the Maori name given to the new unfurling fern frond and symbolises new life, growth, strength and peace.

Target Market

The target market for our product is the staff members in our school who are involved in handing out awards for outstanding student achievement or contribution. These staff members include our House Deans, International Student Dean, Sports Coaches, Heads of Faculty, Deputy Principals and Principal. These staff members currently give out certificates, book vouchers, DVD vouchers and trophies to students but as yet have not given out any awards that reflect our school culture as shown in our school's logo and motto.

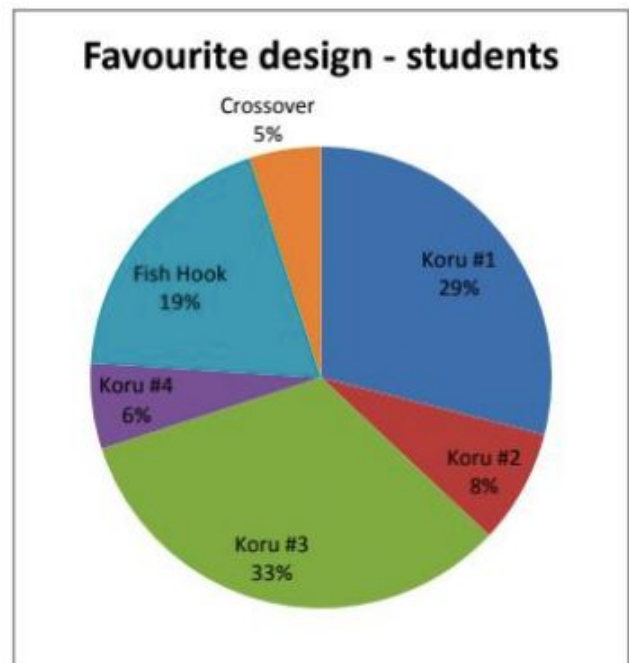
Market Research

We undertook market research to determine the marketing mix for our product. We surveyed 20 Year 10 students and 20 staff members, to get their opinion on our proposed product. We also wanted to find out what our target market would consider an affordable price for our product and to determine whether our product would be successful.

Highlights of Our Market Research

We showed students six possible designs that we could make and we asked them to choose their favourite one. We also asked staff the same question. Staff and students selected the same three favourite designs Fish Hook 19% although the staff rated the Fish Hook design as their most favourite. The Koru #4 6% staff particularly liked the meaning of the Fish Hook, which represents strength and determination and brings peace, prosperity and good health.

Finally we asked each of the teachers we surveyed about what would be an affordable price for the Koru statuettes. Nearly all staff members said that they couldn't be more expensive than the current award system and therefore needed to be in the range of \$15 - \$18 each.



Price

The price of each statuette is \$16. Our market research revealed that the price needed to be in the range of \$15 - \$18, which reflects the price paid for the current range of awards.

Promotion

We have a very specific target market which is the decision makers and leaders of our school community. As our school has a hierarchy of leadership the first people we need to promote our product idea to is the Principal and the Deputy Principals. We need to convince them of the need for our product and then satisfy them as to the quality that we can deliver. We will achieve this by requesting an appointment with the Principal and Deputy Principals where we can present our research, ideas and product to them.

This presentation will be made one week before the schools official Market Day. We will put the key information from our business plan into a PowerPoint presentation and also display two samples of each one of our three designs. Our mentor will also be present to answer any technical questions that might be asked. We would then invite our Principal to give us feedback and to make a decision about whether our product would be acceptable as an award to give to senior students, particularly those in Year 12 and 13.

After we have promoted our idea to the school leaders we will then promote our ideas to other decision-makers in our school. This will include student leaders as well as House Deans, Heads of Faculty, Sports Coaches and other teachers with co-curricular responsibility. To achieve this we will ask permission to use a classroom during Market Day where we will set up our PowerPoint presentation and display the samples of our product. We will then give written invitations to the decision-makers in our school to visit us in the classroom and listen to our presentation.

We will then invite the decision-makers in our school to place orders for our product.

Place

Our products will be manufactured at a local glass-blowing factory that is currently making hand-blown glass figurines for the tourist market. One of our team members already has some experience at glass-blowing and will help produce the products. The other three members will assist where they can and also complete the simpler tasks such as preparation, labels and packaging and cleaning up.

On market day we will dress our tables with tablecloths and flowers next to our products to make our stall stand out from the crowd. We will have an eye catching sign with our business name and prices on it to get people's attention and so that people do not have to be shy to ask about the price of each product.

Finance

Based on our market research, we estimated that we might sell between 25 - 40 products on market day. We decided that we are going to produce 30 products for market day and that if we sold out but there were more people interested in the product we would take orders.

Budget of Income & Expenditure

Income	\$	\$	
Sales: Quantity x Selling Price 30 x \$16			480.00
Expenditure			
Production Costs			
Raw materials \$7.25 per unit	217.50		
Koha (labour)	45.00		
Total Production		262.50	
Packaging costs			
Labels	10.00		
Stickers	8.00		
		18.00	
Promotional Costs			
Advertising		<u>12.00</u>	
Total Costs			292.50
Profit/Loss			\$187.50