



# Whitehill Secondary 3<sup>rd</sup> Year Enterprise Project



A group was set up as part of a Mini Enterprise Project in a third year Standard Grade Business Management class at Whitehill Secondary school in Dennistoun.



This initially meant that the group had to complete a mini business plan, which was presented as a PowerPoint to the class and teacher to compete for a departmental loan. The business plan had to include; a detailed description of the product, their intended target market, costs including materials and a time line of activities before and after the product had been launched.



The winning group's idea was to produce Christmas stockings filled with sweets and cuddly toys. This idea was generated as they realised that they could target the Christmas market, which was only a few weeks away.

The group researched the product on the Internet and discovered that they could purchase the stockings cheaper than they could buy the materials and make them, therefore saving costs, which would in turn, maximise their eventual profits. In addition, they realised that Christmas was fast approaching and time management was a major factor in launching the product.

The group realised that they would have to work fast to finance their project. They suggested selling tea and biscuits at various school events, buying shares in a company and setting up fun games at the Primary 7 opening evening.

Their market was originally to be the general public and in particular people at the Farmers Market, Queens Park and the German Christmas market at the St Enoch's Centre. The group initially felt that this was an excellent place to sell their products as there was a ready made Christmas market and at weekends, the venues would be packed with potential customers. However, after discussions with the organisers at the above events, the group decided that the school itself was a better place to sell the stockings. This means, they would be selling to other pupils, teachers, parents and family friends. The group also volunteered to sell the stockings at the school pantomime held on two consecutive evenings.

After only two days of trading, they had sold over 20 stockings and had requests for more orders. The boys had to take a risk. Should they finish there and make a satisfactory amount of profit or buy more stock and maximise their profits?

Using their newly learnt entrepreneurial skills, they this time not only purchased the same large stockings but also smaller ones. They knew this would help to increase their customer demand and satisfy their customer needs.

Good decision made flourished once Overall the group stockings and made a £68.30 in just two weeks trading!



as sales more! sold 45 profit of of

This profit was given to a local charity working in and around Dennistoun.

The boys now have a practical insight into how businesses actually start out and the constant risks and decisions that need to be made on a daily basis. They also have felt the entrepreneurial spirit and have enthusiasm for the world of business. Objectives achieved!!