

## Schools Enterprise Programme Guidelines for the Report

These are some guidelines that should help students when putting together their report. It is a good idea to start this as early as possible, rather than leaving it to the very end.

### **Tip!**

Keep copies of all material for example photographs, questionnaires, market research surveys, correspondence, etc. In a file or box, it can be difficult to find them later.

### **The purpose of the report is to:**

1. Encourage you to evaluate your enterprise
2. To demonstrate to others what your project is all about
3. To demonstrate what you have learned from the experience.

### **The Format of the Report:**

The report should include the following headings in the following order:

#### **1. Introduction:**

- Name of the Enterprise
- Business Idea

#### **2. Summary:**

This should give a shorter version of your report including all of the key points. It is probably a good idea to write this last.

- Was your choice of product or service a good one?
- Where did you get your idea from?
- What skills did you have at the beginning and what new skills did you have to learn?
- Who were your customers?
- How did you promote your product or service?
- What difficulties did you have to overcome during the process?
- Did you make a profit or loss?

#### **3. The Business Structure:**

In this section you should identify all the members of your enterprise team and indicate also who was responsible for what, e.g.

- Mary Bloggs – Managing Director
- Joe Bloggs – Secretary
- Tom Bloggs – Sales & Marketing

#### **4. Products / Service:**

- Describe your product or service
- Include any photographs that you may have
- Describe how you produced it using sketches, drawings etc.
- Describe any difficulties that you may have experienced at this stage with the design, manufacturing, sourcing materials etc.
- Demonstrate what was good, unique, or innovative about your product or service
- How did you arrive at a price for your product/service. Don't forget here to include costings for your own time,
- What were the unit prices for each product?
- This may be a good time to include a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)

#### **5. Marketing and Promotion**

- Who did you target the product or service at?
- Who were your customers?
- Did you have to make any adjustments to meet customer requirements?
- What market research did you carry out, include any findings?
- How did the market research influence your decisions?
- Did you do a marketing plan, include it if you did.
- Did you have any competitors and who were they?
- How did you promote your enterprise? Give examples of any materials you used including posters, fliers, business cards, etc.
- Did you find word of mouth a good way to get customers?

#### **6. Finance**

In this section of the report you should indicate:

- How you financed the set up of your business?
- Include a profit and loss statement
- Include details of stock on hand, orders prepaid, etc.
- It may be a good idea to use graphs here to demonstrate levels of sales achieved at different times for the different product lines

#### **7. Conclusion**

This is where you should demonstrate what you learned from running your own enterprise.

- How did you get on as a team?
- Did you have to overcome any difficulties while working as a team?
- Did any conflicts arise and how did you overcome these as a team?
- Did you develop any new skills?
- Will your business continue to trade?
- What was the best advice you got and what advice would you offer to others starting in business?

It is always a good idea to include an evaluation of the enterprise as you the team see it, some questions that you could ask yourselves include:

1. Was your choice of product or service good? Why?
2. Would you choose it again/do it differently?

3. Was it difficult to organise/produce?
4. Were there hidden costs?
5. Who were your target customers?
6. Who bought your product/service?
7. Did you make a profit/loss?
8. Did you learn from the experience?

**Nearly there.....**

An important function of the report is to demonstrate to others what your business is all about, you should therefore ask yourself when you have finished the report:

1. Does my report make it very clear to all what exactly I am doing?
2. Have I included pictures, sketches, graphs and other tools to demonstrate my business clearly
3. Does the report show my total understanding of the enterprise?
4. Is it easy to read, are there any errors or spelling mistakes?