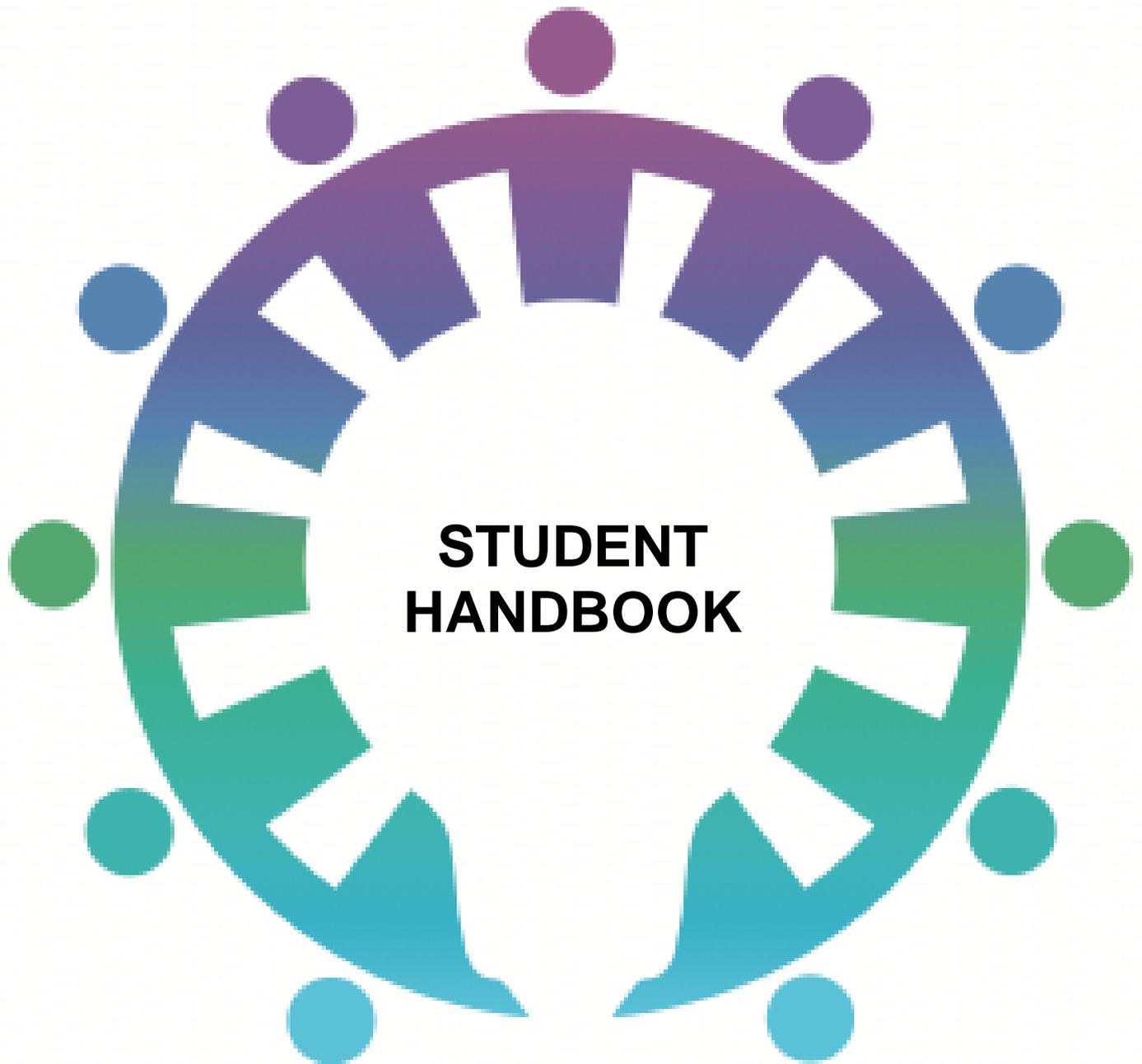


Channel Islands Student Business Challenge 2020



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INTRODUCTION

The Channel Islands Student Business Challenge launches in January and runs until Sunday 29 March 2020. The Challenge is sponsored by Barclays, EY and CPA Global who also supply business mentors for each of the teams.

Your team will be lent £100 to help get you going and you have the rest of this term to develop your business skills. At the end of the Challenge your team will face a final “Dragons’ Den” where you will have to impress the judges with your business abilities and explain what you have learned.

Participating in The Channel Islands Student Business Challenge will help you to:

- Build an entrepreneurial mindset
- Learn valuable lessons from the experience of working as a team
- Help you understand how businesses work
- Apply learning in a practical way
- Enhance your creativity
- Improve your communication skills
- Explore possible career paths for your future

This handbook is a useful reference guide and contains information which will help your team succeed in the Challenge.

Good luck and remember.....

“A business has to be involving, it has to be fun and it has to exercise your creative instincts.”

- Richard Branson

IMPORTANT DATES

15 & 16 January	Launch Events in Guernsey (15 Jan) and Jersey (16 Jan) Each team from will have £100 deposited into their school bank accounts Challenge Website up and running www.studentbusinesschallenge.com
20 January	Selling Starts
29 February 7 March (tbc)	Market day in Guernsey Market day in Jersey
29 March	Selling Ends
w/c 20 April	Jersey - Teams present to School Judging Panel to agree the shortlist
w/c 20 April	Guernsey – Teams present to School Judging Panel to agree the shortlist
w/c 27 April	Guernsey – Teams present to Corporate Judging Panel
w/c 27 April	Jersey - Teams present to Corporate Judging Panel
20 May	Jersey Awards ceremony at The Royal Yacht
21 May	Guernsey Awards ceremony at St Pierre Park





JUDGING CATEGORIES

Teams will be judged and prizes awarded in the following categories:

- Overall Channel Islands Student Business Challenge
 - 1 overall winner from Guernsey
 - 1 overall winner from Jersey
- Product Award
 - 1 overall winner from Guernsey
 - 1 overall winner from Jersey
- Community / Environmental Impact Award
 - 1 overall winner from Guernsey
 - 1 overall winner from Jersey
- School Award
 - 1 winner from **each** school

DESCRIPTION OF JUDGING CATEGORIES

The criteria for each judging category are:



Overall Winner of the Channel Islands Student Business Challenge

- Your overall commitment to the Challenge
- How well you have worked together as a team
- Your understanding of profit and loss and your overall team profit
- What did your team do to increase profitability throughout the competition?
- How well your team have promoted and marketed your products
- What your team has learnt from the experience; challenges you faced and how your team dealt with them?

Product Award

- Does your product address a need or solve a problem?
- What is the overall level of craftsmanship and skill?
- Is the product unique or imaginative?
- Is the product functional? Does it serve its purpose?
- Is the product well presented and packaged?

Community / Environmental Impact Award

- How has your team taken the environment into account for your business?
- What impact has your business had on the local environment?
- Has your team “put something back” into the community?
- How did your team identify a need within the community?

- How has your team demonstrated community involvement?

School award (one per school)

- Has your team understood profit margin?
- What did your team do to increase profitability throughout the competition?
- Has your team supplied a clear and correct profit and loss spread sheet?
- Has your team understood their customers?
- Has your team shown they can sell?
- Has your team run successful promotions?
- Is your product / service well designed and attractive to your target customers?

RULES & ROLES OF THE CHALLENGE

The 'Selling Period' runs from Monday 20 January to Sunday 29 March 2020 (10 weeks selling). If teams/participants wish to continue with their idea after 29 March then they must draw up another contract and obtain the necessary regulatory permissions.

Students must adhere to the following rules; regrettably failure to do so will lead to automatic expulsion from the Challenge.

TEAMS

Team Rules

- Teams are allowed to have a minimum of 2 or up to 6 members per team;
- Teams must be made up of students from Year 7 to Year 11 (ages 11 to 16);
- Teams who have entered the Challenge previously **are allowed** to enter the Challenge again but must use a different business idea;
- The **Participation/Proceeds Agreement** must be **completed**, signed and handed to the Challenge Co-ordinator at the Launch Event;
- Each team will have a fixed £100 start-up investment. This cannot be added to;
- Professional corporate behaviour and etiquette must be followed at all times, remember you are representing your schools and the Channel Islands Student Business Challenge. Any team found acting in an unprofessional manner to any other team during the Challenge will be withdrawn from the Challenge by the coordinator and their school;
- Regular contact should be kept with your business mentor to inform them of your progress;
- Winners will be judged on the criteria for each category.



YOUR MENTORS



Corporate Mentors	School Mentors
Advice about products	Help resolve friendship issues
Advice about production & packaging	Advice about banking
Advice about selling	Support in school
Advice about finances	

YOUR CORPORATE MENTOR

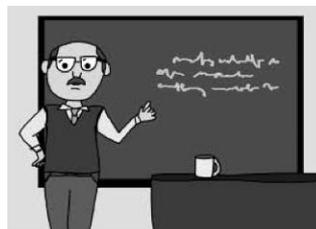
What to expect from your Corporate Mentor

- Mentors are allowed to give some advice but **not** tell the students what to do.
- Aim to keep in contact with your mentor every week, whether it is by email, face-to-face meetings or both. Remember your mentor has business experience and can help you make your business more successful.
- Each team also has a School Mentor from their school.
- Encourage your mentor to support your team when you are selling your product/service. Have they got any contacts you can use to help find alternative sales outlets?
- Mentors can assist/advise their team with their final presentations;
- Mentors will be invited to attend the Awards Ceremonies in Guernsey and Jersey.



YOUR SCHOOL MENTOR

What to expect from your School Mentor



- Your School Mentor will be available to you in the school day to give you advice about your idea and plans.
- School Mentors will discuss their availability with you at the start of the challenge i.e. whether they are happy for you to drop into their classroom on an ad hoc basis or if they prefer to meet you at a particular time before break/lunch/after school times.
- School Mentors will check that your team is withdrawing and banking money using the correct procedures.
- School Mentors will act as a communication link between your team, the Corporate Mentor and your In-School Coordinator.
- Please include your School Mentor on any team email messages sent to the Corporate Mentor / Challenge Coordinator / or anyone else. This will enable School Mentors to be 'kept in the loop'.
- School Mentors will listen to ideas and will make suggestions for improvements where appropriate.
- School Mentors may be able to support your team in person if you are selling your product/service at the weekend if their time permits.
- School Mentors can assist / advise your team with your presentation to the school judging panel and, if successful, to help improve your presentation for the corporate judging panel in May.

PARENTS

Role & Rules

- Please encourage and support your child throughout the Challenge and remember they will learn more if you support and guide them rather than do things for them.
- Parents **cannot** be directly involved; however they can assist indirectly, for example helping with transport.
- Please note that the Challenge **may** take up your child's weekends and one or more evenings in the week.
- Parents are not allowed to add to the initial investment of £100.

STAYING SAFE DURING THE CHALLENGE



Students must remember that there are a certain number of things that they need to think carefully about during the challenge.

It is important to enjoy the experience, but it is extremely important to remain safe at all times.

SOCIAL MEDIA

The use of social media is an excellent marketing tool but students must use this in an appropriate manner. Remember that you are representing yourselves, your team members and your school. Think about what you publish on Facebook, Twitter, Instagram and any other media.

If you receive any comments that are inappropriate it is important to report them straight away to your In School Coordinator.

TRADING

When you are trading you **must** remember to follow these simple guidelines:

- Tell a parent/carer where, when and the time (start & finish) you are trading
- Always trade as a team and stay together
- Have a fully charged mobile phone
- Do **not** give out personal contact details to members of the public

CONTACT DETAILS

As mentioned above **do not** give out your personal contact details under any circumstances, always use your team email address and if a phone number is required use the school number or the Challenge Coordinator's number (07797 765620).

If you have any doubts on any of the above then please speak to your School or Business Mentor.

HOW TO BE A SUCCESSFUL BUSINESS

There are usually good reasons why some business ideas are successful and others are a disaster:-

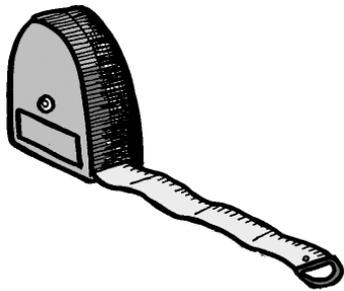
These are the main reasons why some ideas are so successful:-

- **Finding innovative solutions:** Solving a problem by thinking of something new is always a good idea.
- **Meeting customer needs:** This means selling products or services that people want to buy at the right price. Clever businesses offer additional services to beat their competitors, such as free delivery and a personal service.
- **Identifying new needs:** Focusing on a new and growing area is always a good idea.
- **Continuing to meet established customer needs:** Some customers' needs, such as transport, food and clothes are standard, but there are still opportunities in these areas. Look at what is on offer, identify any gaps and then review and improve your idea. For example, many taxi firms now offer stretch limos or minibuses (for hen or stag parties) and airport services. Speciality foods cater for different tastes, and luxury and fashionable accessories are also in demand.
- **Being entrepreneurial:** means taking risks, having good ideas and being persistent. Great examples of entrepreneurs are Mark Zuckerberg who founded Facebook or Richard Branson's Virgin Group.
- **Importance of having a strong vision and seeing through it:** The key is to learn from a problem and not to give up! Remember you have your Corporate and School mentor to give you advice throughout the Challenge.



- **How to measure your success:**

- Financial – by looking at your sales and revenue figures.
- Social – by checking out how many people like the business on Facebook or are following it on Twitter or Instagram. How many sales leads have you generated through social media?
- Customer Satisfaction – by obtaining feedback from customers who use the product or service.
- Learning – by increasing your understanding of how to run a business; learning from your mistakes and what it takes to be successful.



YOUR BUSINESS PLAN

A business plan is a tool to help you find and explore ideas and opportunities.

Students will start to prepare a business plan for their team at the launch event. You will ask yourselves a series of questions that lead you to think about the requirements and the possibilities for your business. Once you have thought about what is involved you will be able to visualize the details necessary to be successful in a business.

There are many different approaches to writing a business plan, some more complex than others, but the basic components of a business plan can be organised as follows:

- Provide a description of the business;
- Choose the best marketing strategy;
- Identify the management plan; and
- Analyse the finances needed to start the business and make it successful.



Things to do

Work with your team and mentor at the launch event to produce your business plan and action plan for weeks 1 to 5.

N.B. Your Corporate Mentor will want you to refer to your plans throughout the Challenge so that you can measure your progress.





TEAMWORK

Each person in an effective team should be assigned a clear role. This ensures that all team members know what they should be doing and it helps to avoid several people doing the same task.

WHAT SKILLS ARE NEEDED IN YOUR TEAM

Effective teams will have a blend of the following skills. You should reflect on your particular skills and abilities and assign each team member a role(s).

Production Skills

The skills necessary to make the product, for example DT skills, drawing skills etc.

Organisational Skills

Making sure that you are well organised, can get orders done on time, can arrange and run meetings etc.

Finance Skills

Have you the skills to cost and price a product? Can you complete a profit and loss spread sheet.

Promotional, Sales and Marketing Skills

Someone in your group should be skilled in promoting the product or service. These are very important skills, as someone in your group needs to be able to market the product or service and sell it.

Management Skills

Someone in your group needs to take overall responsibility to ensure that the job gets done.

When the necessary skills have been identified, set ground rules for you and for your team:-

- Agree as to who will take on responsibility for each of the different tasks.
- Decide upon how much time you are each prepared to invest in the business.
- Decide on how you and the group propose sorting out problems and disagreements that may arise.

Action Required

Record what each team member is responsible for in your Business Plan.

ASSIGNING ROLES FOR TEAM MEMBERS

Set out below are the various roles and typical job descriptions.

Managing Director (MD)

The MD is the company's leader. They take ultimate responsibility for all matters. Your Channel Islands Student Business Challenge MD should be a good listener and a confident speaker, not afraid to take control when the need arises but also be able to effectively delegate responsibility to others.

Can you:-

- Take control of a difficult situation
- Run a meeting efficiently and effectively
- Take responsibility for the actions of others
- Listen, understand and give feedback
- Lead others by example



Marketing Director

The Marketing Director's role is to plan and implement sales and marketing activities and to understand their target customers. Your team's Marketing Director should be a confident speaker, a good presenter with a creative flair and a self-driven personality as well as the ability to network and manage their own time.

Can you:-

- Produce creative and innovative ideas
- Communicate with the media
- Write creative and interesting adverts
- Develop a strong company brand
- Lead the company's product development

Social Media Director

The team member responsible for Social Media should have a good understanding of the internet, social media, website usage and design.

Can you:-

- Manage electronic communications i.e. email & internet
- Use Social Media i.e. Facebook, Twitter etc

Sales Director

The Sales Director is responsible for finding opportunities to sell and for turning leads into sales. Your team Sales Director should be confident, a good speaker and communicator and can meet and network to develop potential sales opportunities.

Can you:-

- Meet prospects and deliver sales pitch
- Think on your feet and negotiate
- Have a good head for numbers

- Talk confidently and answer tough questions

Finance Director

The Finance Director actively participates in setting business and financial strategy and planning, monitoring, management and reporting. Your team Finance Director should have a head for numbers and Microsoft Excel experience will be an advantage. The ability to both understand and communicate on financial matters, bank accounts etc and keep good records i.e. profit and loss is also essential.

Can you:-

- Manage money and finances
- Use and understand Excel
- Understand and manage bank accounts
- Keep accurate records and develop and manage budgets



Operations Director

Your team Operations Director should be a good listener, resourceful and able to delegate and manage groups of people to deliver projects.

Can you:-

- Organise others
- Plan and deliver projects
- Manage stock
- Understand Health & Safety and Environmental Issues

Company Secretary

The Company Secretary is the organiser and company's memory. They make sure accurate records are kept and ensure meetings are planned, attendees are notified, and minutes are taken. Your team Company Secretary should be an extremely good listener and note taker, experience of Microsoft Word would be an advantage.

Can you:-

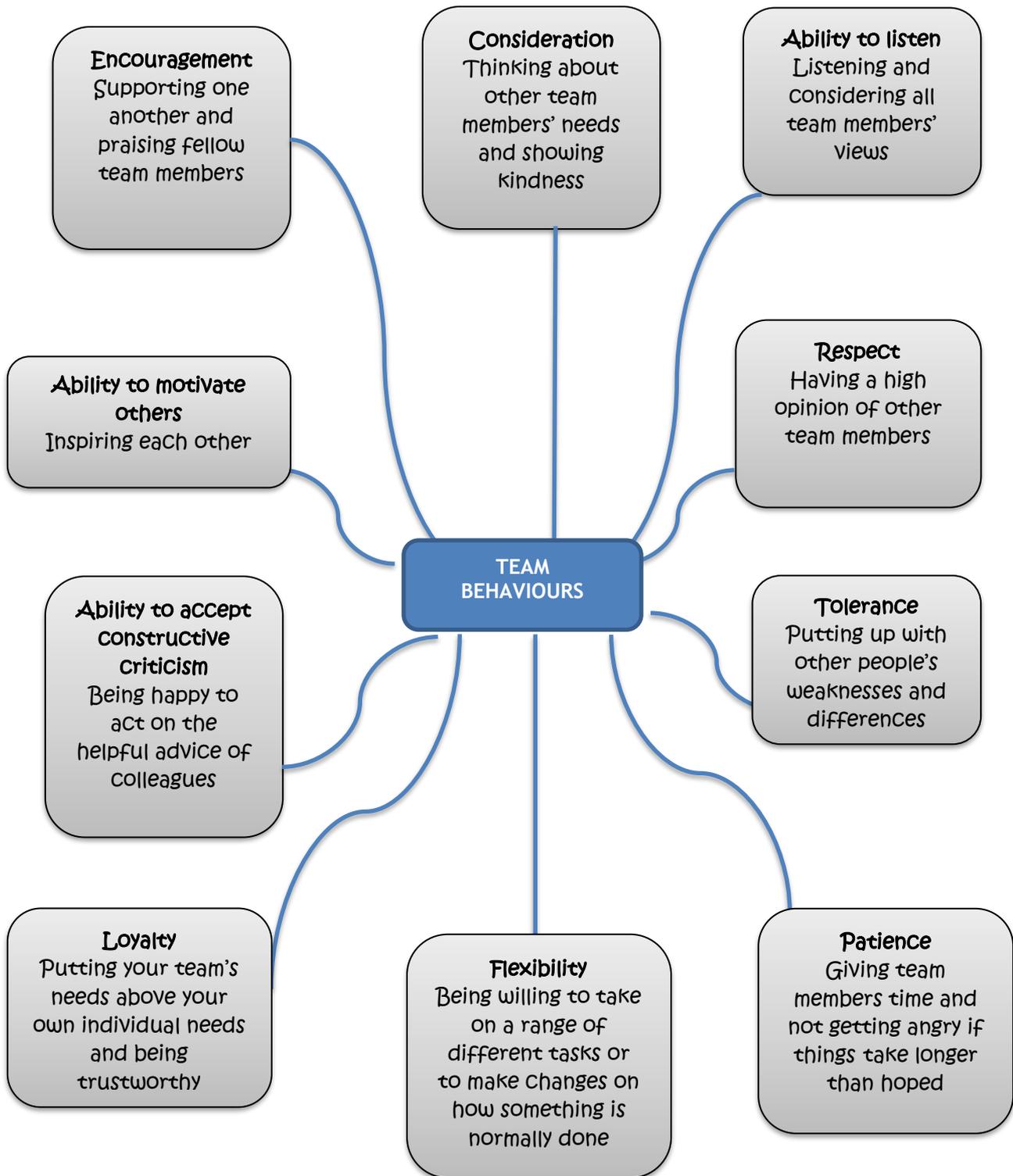
- Organise
- Listen and take notes
- Produce high quality minutes of meetings
- Keep accurate records
- Write professional letters and reports

Please note that you can be assigned more than one role in a company.



POSTIVE TEAM BEHAVIOURS

The behaviours below will boost team morale, help bond a team, build trust, make people feel valued, ease tensions, aid communications and move the team forward.



PRODUCTION

It is essential to identify all the components necessary including any essential equipment to deliver your team product/services. It may be necessary to change some of the materials used at this stage if difficulties arise. Similarly, with a service business, it is essential to check that all elements of the service can be delivered to the highest standard at the costs identified.

Quality control is essential in all businesses to ensure that customers are satisfied. Appointing someone with responsibility for production and quality control is recommended.

A well-organised production system is necessary to ensure that orders can be delivered on time. In addition to this, there is a risk that too much or too little of your materials may be purchased causing future problems. Can you take advance orders with a deposit to gauge the quantities required?

Your team should consider the following questions before embarking on the production of your product/service.

1. Where will your team produce the goods/provide the service?
2. Who in your team will produce the goods/provide the service?
3. How exactly will your team produce the goods? What steps are involved in providing the service?
4. How will the tasks/jobs be organised amongst your team?
5. How long will it take to make the goods/provide the service?

Use the Business Plan Template at the launch event to record how, where and when you are going to produce your products.

PRODUCTION GUIDELINES

Introduction

As you will be selling products and services to the public you have a number of things that you must do. Your products / services must be:

- Fit for purpose
- Reasonable quality
- Last for a reasonable amount of time
- Conform to local trading rules and regulations.

You will need to consider the information that needs to be included on your packaging, that the claims that you make about your products / services are true and that your products are safe and suitable for sale. You will also need to ensure that you are producing and selling in a safe environment.

REMEMBER TEAMS ARE NOT ALLOWED TO SELL FOOD ITEMS OR COSMETICS.

Product Labelling

You must ensure that your products are correctly packaged and labelled.

The actual contents of your packages must weigh at least the quantity marked on the package.

Remember to use the symbols g for gram, kg for kilogram, mm for millimetre and m for metre.

You will need to check the weights of a sample quantity of your products using the scales at school and record the results.

Please note that all packages must also be marked with the name and address of the packer (or importer).

Trading Standards will provide you with any advice that you need.

Risk Assessments

You need to think about possible hazards you might come across whilst you are making your products. For example, if you are using the oven or hob make sure you have oven gloves at the ready.

You also need to think about hazards when you are selling. For example, you will need to make sure that any boxes and bags you bring are tucked under the table so the people can't trip over.

Your Business Mentor will discuss these with you at the launch event or at your first meeting.

Other points to note

Trading Standards have additional advice for businesses. Check the requirements for your products with Trading Standards and the leaflets on the Challenge website.

CE mark

If you are buying items from the internet to sell as part of the Challenge (eg teddy bears, phone chargers etc) please make sure that they have the CE mark. This symbol is applied to products to show that they conform with relevant EU directives regarding health and safety or environmental protection.

Jewellery

You must not claim that your jewellery is “Gold” or “Silver” unless it is hallmarked. You can describe it as Gold Coloured or Silver Coloured.

Cosmetics

You are not allowed to sell any cosmetics as part of the Student Business Challenge. You cannot therefore sell any body scrubs, lip balms, lip glosses, bath bombs or moisturisers etc.

Candles

Please follow the Trading Standards guidelines if you are planning on making your own candles to sell.

Choking Hazards

If your product has any small parts and could be a choking hazard you must note this on the packaging.

Food Products

You are not allowed to sell food products as part of the Student Business Challenge. This includes drinks, snacks, sweets and chocolates.

Further Information

For further information please contact Trading Standards.

Trading Standards
Raymond Falla House
Longue Rue
St Martins
GY1 6AF

01481 234567
tradingstandards@gov.gg

Trading Standards Service
9 – 13 Central Market
St Helier
JE2 4WL

01534 448160
tradingstandards@gov.ie

MARKETING

What is the difference between a product and a service?

- **A Product** is an item that is produced to sell to customers, for example a candle or clock. You can make a product yourself or buy items ready-made and then sell them to customers.
- **A Service** is a task you perform – such as valeting a car or walking a dog. Some services, such as mowing lawns and DJ-ing, mean you will need transport and some basic equipment.



THE FOUR P'S

Product....research competitors and what your customers' needs are. Adapt your product or service if required.

Price....consider your costs and profit margins. They are not the same. Find out what your competitors are charging. Have you got a unique product/service and can you charge more? Your customers want value for money therefore you must find out what they are prepared to pay and if this price will allow you to make a profit. You might also offer discounts or have special offers from time to time (e.g. for students or old age pensioners).

Place....location, location, location. Make it easier for your customers to buy from you. What types of places will you sell your products in? Do you have access to transport and how will you get to your sales locations? Where else can you think of selling? Try to find places where your customers are likely to go to and remember the more times your team go out and sell the more successful you will be.

Promotion....get attention for your business e.g. draw up posters, run a competition in your school or local paper. Be prepared. Get permission to talk to each class or make a presentation at lunchtime. Brainstorm with your team to come up with great promotional ideas to portray your image as giving value for money. Can you create a unique name or logo that others will remember and associate you with? How will you promote your business to your customers via social media?



Remember to use your Challenge posters, tent cards and business cards in addition to using your own marketing material, as this will assist in attracting and informing customers of the Challenge and your business idea!

MARKET RESEARCH

Some teams may or may not already have researched the market with regard to their business idea? If you haven't, then the following information gives you a brief insight as to how to conduct market research and sets out some simple questions to discuss between your team.

Market research involves collecting; recording and making sense of all the available information, which will help a business, understand its market.

Market research sets out to answer the following questions:

1. Who makes up our target audience? Who will buy our product / service?
2. What do they want?
3. When do they need it?
4. Where does it sell best?
5. How can it be taken to them?
6. Why do they want/need it?
7. What are our competitors doing?



Market research questions to ask

Market research can give you insight into your market, your competitors, your products, your marketing and your customers. Why don't you apply the following questions to your business idea?

1. WHO is currently buying / will buy your product or service?
2. What are these PEOPLE'S LIVES actually like?
3. Why are other people NOT buying it?
4. WHO would be interested in buying it in the future?
5. HOW MANY people like this are there?
6. What general TRENDS are affecting these people's lives at the moment?
7. WHERE would people buy your product or service from?
8. WHEN, WHERE and HOW would they use or consume it?
9. WHY would they buy it? What need are they wanting to satisfy?
10. Who is your real COMPETITION?
11. What IMAGE do people have of your brand vs your competitors'?
12. What would be the ideal IMAGE for your brand to have?
13. What do they think about the DIFFERENT ASPECTS of your product or service (name, packaging, features, advertising, pricing...)?
14. What IMPROVEMENTS could be made to your product or service to meet people's needs even better?
15. What is the SINGLE MOST IMPORTANT BENEFIT your brand should be seen to be offering - and why would people believe this to be true?
16. How can you best COMMUNICATE that benefit to the people you're interested in attracting?
17. What is the right PRICE to charge?
18. What other NEW products or services could your brand offer people?

PUBLIC RELATIONS (PR)

Public relations are the activities a business carries out to place information in the media without paying for it directly. If this is successful, then the time gained on television or presence in the press can be worth thousands of pounds.

A potential problem is that the message you are trying to give the public might not be transmitted exactly as you intended. With television or print advertising, you have some control over what is published. When you send public relations material out to the press, you no longer have any control over it.

Public relation activities include:-

- **Exhibitions:** An exhibition is when one or more companies present and display their products. These are often large events where many different stalls are set up to highlight the latest and most exciting new products on offer.
- **Sponsorship:** This is when you pay to display your brand at an event such as a music concert or on a television programme.
- **Press Release:** Issuing a press release involves writing a statement which can be used by journalist as part of a news story. Journalists get many press releases each day, so it is important to highlight something interesting in your press release to get their attention.

In previous years, Radio Guernsey and Radio Jersey have helped teams to promote themselves on the radio. Why don't you get in touch with them to see if you can go onto one of their radio shows to explain what you are doing and where people can buy your products?



ADVERTISING

Advertising is when a business pays for space in the media to communicate with the public about their products and services. This can be expensive and businesses must ensure that they spend their advertising budget carefully.

What is the purpose of Advertising?

There are two main purposes of advertising:



To inform people: You need to make potential customers aware of your product and its benefits.

To persuade people to make a purchase: You might tell people about the great benefits that you offer or the low prices that you have set.

What are the methods of Advertising?

There are several different methods of advertising available to businesses as follows:-

- **Moving image:** This type of advert, which is often shown on television or in cinemas is useful where products have many features or moving parts. It allows dynamic demonstrations of products being used. These adverts can be put onto DVDs and given away at shop counters or videos can be uploaded to sites such as YouTube.
- **Print:** It is possible to pay for advertising space in newspapers and magazines. Alternatively, eye-catching billboards can be placed beside busy roads. Modern technology means that digital signs are used, allowing the advert to be changed at different times of the day.
- **Ambient:** Adverts in public spaces such as the sides of buses can be effective at catching the eye of potential customers.
- **Digital:** Adverts can be placed on websites or sent to customers via a text message. Companies such as Google and Facebook have developed technology that makes adverts appear when people type in certain key words.
- **Audio:** Radio adverts provide an opportunity to talk to customers about your product. For a relatively low cost, you can tell people about the features of your product and where they can buy it. Sometimes these adverts feature famous voices to give them extra credibility.

CHALLENGE MARKETING PACK

Each team will be provided with a 'Marketing Pack', which includes the following:-

- Business Cards
- A3 Posters
- Tent card to promote your charity donation
- Bag

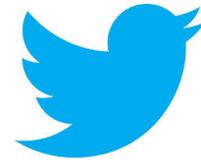
Please use the above pack to promote the Channel Islands Student Business Challenge whilst selling your business idea. These marketing ideas will attract customers, as they will be inquisitive as to what the Challenge is about and want to know about your team's business idea.

Think of other marketing/advertising ways to sell your business idea, the more advertising = increase in customers = increase in sales.

Idea: Why don't you wear your school uniform when selling your product? The customer will see straight away that you are from a school and more likely to support your business idea.



SOCIAL MEDIA



The use of social media is an excellent marketing tool but students must use this in an appropriate manner. Remember that you are representing yourselves, your team members and your school. Think about what you publish on Facebook, Twitter,

Instagram and any other social media.

If you receive any comments that are inappropriate it is important to report it straight away.

Social media enables businesses to communicate directly with customers. It can be more cost-effective than traditional advertising, but many businesses struggle to do it well.

Even if you use social media regularly, you need new skills to promote a business effectively.

Using social media

You should regard your social media activity as having the following three important roles:

1. A great way of promoting the products or services your team is offering - it's a big part of your marketing strategy.
2. A way of keeping your friends and family up to date with your progress in the Challenge.
3. A historical record of what you achieved - look back in years to come.

So here are some tips on how to get the best from social media

- Think about what social media channels your customers use and set up a business page on these channels.
- Make sure you publish something at least once a week - frequency is important for keeping your audience engaged.
- Think about what your customers are interested in hearing about, and focus on that. Is it your product? Is it where and when they can buy from you? Is it the way you work together as a team? Is it what you're learning about running a business? Is it pictures of your team having fun selling stuff?
- Remember that your customers are deluged with new social media content, so you have to work hard to grab their attention. Make sure every post or tweet sounds really interesting to read - take time to get it right! For example, rather than "Our reflective dog collars", make it "Our reflective dog collars will help keep your precious pet safe."

- Pictures and videos are very powerful content. They grab the reader's attention and help them to quickly work out what the post is about. Use them whenever you can.
- Don't always try to sell your products or services on social media. Try to get a good mix of entertainment, information and selling into your posts.
- It's just as important to share other people's content as it is to publish your own. So if you see something funny, interesting or useful that's relevant to your business and your target audience, put it out there for them!
- Think carefully about the timing of what you publish, especially if you're trying to generate a good attendance at one of your selling opportunities. Content goes stale quickly on social media, so not too early and not too late, and it's fine to publish important messages more than once.
- Social media for business communication is real time, two way communication. You're not just broadcasting your messages; you're listening too. People will warm to your business if you like or reply to their comments, respond when they tweet you, and thank them for their retweets. And never forget the power of social media for market research. Can your audience help you refine your products? Or determine when and where to sell them?
- Ask your friends and family to follow or like you as early as possible to build your social media following.

Remember to make the most of the Challenge website and social media channels. Please like, follow and share the Challenge social media sites and use our hashtag

[#studentbusinesschallenge](https://www.instagram.com/studentbusinesschallenge)

WHERE AND WHEN TO SELL



The “Selling Period” begins on the 20 January and ends on 29 March 2020, 10 weeks in total.

During the selling period, you will need to advertise and sell your product/service whether it be online or by way of a market stall. It may sound obvious but the more times you go and sell your products the more successful you will be.

Discuss different ideas with your mentor as to where the best place would be to sell your product/service. Remember, your mentor is there to give advice and not to do the work for you, so research thoroughly and discuss with your team and write down your ideas.

Some places that teams have sold successfully in the past include:

- Garden centre
- Bus station
- Offices
- Sports events
- School events

The following Rules & Guidelines must be followed when selling

- You must make sure that you have permission to sell in the location that you have selected.
- You must make sure that you have followed the production guidelines and labelled your products correctly.
- Teams must provide their own tables and equipment for trading.
- Teams must clear away all equipment and remove all rubbish at the end of the trading day.
- Teams must display the percentage of profit that is being given to charity.
- Teams must display the Channel Islands Student Business Challenge posters and use the tent cards that communicate the % of profits they are giving to charity
- Students are to behave in a mature and sensible manner. Remember, you are representing your school and the Channel Islands Student Business Challenge. Failure to do so will result in automatic expulsion from the Challenge.

MARKET DAY

We are arranging Challenge Market days in Guernsey and Jersey. All teams are expected to attend and will be given a pitch free of charge. **The dates are Saturday 29 February in Guernsey and Saturday 7 March in Jersey.** Further details will be communicated.

PITCHES FOR JERSEY TEAMS

In addition to you finding your own place or area to sell your product/carry out your service, the Channel Islands Student Business Challenge has arranged with the St Helier Town Manager for some pitches to be available on Saturdays throughout the Challenge.

THESE PITCHES HAVE BEEN ALLOCATED TO EACH SCHOOL AND YOUR IN SCHOOL COORDINATOR WILL LET YOU KNOW WHAT PITCHES ARE AVAILABLE AND HOW TO BOOK THEM.

The following ADDITIONAL Rules & Guidelines must be followed when trading in St Helier

- Students are required to follow the specific instructions for the pitch they have booked.
- **Please check the [download section of the Challenge website](#) for the location map and the specific instructions for it.**
- No pitch comes with car parking. Parents are only allowed to use the unloading bays for unloading equipment i.e. fold out tables etc.

Remember to check that your team members are available to sell and that you will have enough stock ready.

PITCHES FOR GUERNSEY TEAMS

The Manager of Market Square, Bailiwick Estates, has given us permission for pitches each Saturday of the Challenge.

Please contact Bailiwick Estates by email if you would like to book a pitch with them. You will need to let them know what day and time you would like.

You must follow any specific instructions they send to you when you book.

The email address to use for all bookings in Market Square is **sophie@bailiwickestates.com**

Remember to check that your team members are available to sell and that you will have enough stock ready before you book a pitch.

MANAGING YOUR FINANCES



Judges will be looking to see whether your team has understood profit margin, whether your team has run their accounts effectively and whether your team has supplied a clear and correct profit and loss spread sheet at the end of your selling period.

The next couple of pages will explain the following:-

- How to work out your profit and loss
- How to create a profit and loss spread sheet
- What is profit margin & how to calculate it
- How to open a bank account and how to complete a deposit/withdrawal slip

HOW TO WORK OUT PROFIT AND LOSS?

Every team must be financially healthy to survive their 'selling period'. In the real world, all business owners need to be constantly aware of how much revenue is being received and how much money is being paid out. You cannot run a successful business without this information because you will not know whether you have made a **profit** or **loss**.

To achieve a profit, the amount of money your team spends (costs) must be **less** than the money you receive from selling your product/service (revenue).

Profit or loss = revenue – costs

Example of a profit: If the revenue (sales) of a business is £1,000 and it spends (expense) £750 in the same period, the formula gives profit/loss = £1,000 - £750 = £250. Therefore, the business has made £250 profit.

Example of a loss: If the revenue (sales) of a business is £2,000 and it spends (expense) £2,300 in the same period, the formula gives profit/loss = £2,000 - £2,300 = -£300. The figure is negative; therefore the business has made a loss of £300.

So, if the result of applying the formula is a positive figure, then your team is in **profit**. If the figure is negative, your team is making a **loss**.

	Example of a profit	Example of a loss
Revenue (your income from sales)	£1,000	£2,000
Costs (expenditure)	£750	£2,300
Profit or loss	£250	-£300

The next page shows an example of how to record your finances throughout your "selling period", make sure you understand all the calculations, ask your corporate or school mentor if you are unsure.

Profit and Loss Tracker

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	TOTAL
Money In (Revenue from sales)											
Money Out (Cost of Goods)											
Gross Profit											
Other Expenses / Overheads											
Net Profit											

EXAMPLE – PROFIT & LOSS SHEET

The below is an example of a completed profit and loss spread sheet for a 10 week period of trading.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	TOTAL
Money In (Revenue from sales)	50.00	20.00	45.00	72.00	15.00	0.00	64.00	90.00	22.00	67.00	445.00
Money Out (Cost of Goods)	20.00	0.00	5.00	24.00	2.00	0.00	17.00	14.00	3.00	21.00	106.00
Gross Profit	30.00	20.00	40.00	48.00	13.00	0.00	47.00	76.00	19.00	46.00	339.00
Other expenses											
Rent for pitch	6.00	-	8.00	6.00	-	-	8.00	6.00	3.00	6.00	43.00
Printing of flyers	-	4.00	-	-	4.00	-	-	-	-	-	8.00
Travel	1.40	-	1.40	1.40	1.40	-	1.40	-	-	-	7.00
Stationery	5.00	-	-	-	-	-	-	-	-	-	5.00
Total expenses	12.40	4.00	9.40	7.40	5.40	-	9.40	6.00	3.00	6.00	63.00
Net Profit	17.60	16.00	30.60	40.60	7.60	0.00	37.60	70.00	16.00	40.00	276.00

Therefore, the overall profit is £276.00:

339.00	(Gross Profit)
- 63.00	(Total 'Other' Expenses)
<u>276.00</u>	(Total Net Profit)

WHAT IS A PROFIT MARGIN

Your gross profit is a way of measuring your teams' efficiency.

A profit margin is an expression of this number but as a percentage. Company's work out their profit margin so they can compare their past selling performance against their present selling performance, they can also use it to compare against industry averages.

HOW TO WORK OUT YOUR PROFIT MARGIN

Example

Team Woof made £45 from selling dog collars. Team Woof's costs for the week was £5 (the cost of the making the dog collars), therefore their gross profit for the week is £40. Team Woof rented a pitch which was an expense/overhead of £6. Therefore, their net profit for the week is £34.

£45.00	Revenue
£11.00	Cost & Expenses
£34.00	Net Profit

Calculating Profit Margin: Divide the **Net profit** by the **Total Revenue**
 $34/45 = 0.75 = 75\%$ profit margin

	WEEK 1	Profit Margin
Revenue (Sales)	£45	
Cost of Goods (Expenditure)	£5	
Gross Profit	£40	
Other Expenses/Overheads	£6	
Net Profit	£34	75%

Get your team to work out their profit margin each week, this way you can find out if your business is becoming more or less efficient?

Get your team to work out their profit margin for the whole sales period. Hint, this will be the overall Net Profit / Overall Revenue = Overall Profit Margin

MANAGING YOUR SCHOOL BANK ACCOUNT



Your school will act as a bank and will have set opening hours each week. Your school will confirm the times when you will be able to access the bank.

You will be required to complete a withdrawal slip when taking out money or a deposit slip when depositing money.

Each team will have the £100 loan deposited in your school bank account ready for your selling period.

Please contact your school coordinator if you have any questions about banking.

TEAM MEETINGS & PLANNING

You should by now have an idea as to the action points required to get your business started. Make a list of these with your team and assign each team member with an action(s)/task(s) for the first week.

Things to do

At your first meeting, complete the **Team Meeting/Planner**. Make a copy and use these each week to keep you and your team on track as to who is doing 'what' and 'when'.

You will be able to refer to the weekly planners when you create your presentation for your school-judging panel.

Examples of actions to plan over throughout the Challenge:

- Have you planned your next meeting with your team i.e. a team meeting?
- What day and time is your mentor coming into school each week?
- Have you enough equipment/ingredients etc to make your service/product?
- Have you found somewhere to sell?
- Do you need to go to the school bank to deposit/withdraw money?
- If you have any social media accounts - when are you going to update them?
- Have you created and updated your profit and loss spreadsheet?
- When are you going to practice your final presentation?





THE JUDGING PROCESS

School Panel

Each of the teams will present to their School Judging Panel to agree the shortlist. Some chosen teams from each school will then present to the Corporate Judging Panel.

Each team presenting will be asked to prepare the following: -

- Team Business Plan
- Financial information to support your summary, i.e. profit and loss spread sheet;
- An overview of your key learning's from the Challenge
- A 5 minute presentation

Corporate Panel

The chosen teams from each school will then present to the Corporate Judging Panel.

Each team presenting to the Corporate Judging Panel will use the same information used to present to the School Judging Panel. Please take into account the following for your presentation:

- Presentations should be approximately 5 minutes in length
- The presentation can include video and interactive elements
- It should highlight the highs and lows of the experience in any way your team thinks best
- be creative!
- It is a good idea to show the judges examples of what you have sold.

Note: Tips on presenting can be found on the next page

PRESENTING

Tips

1. Allow plenty of time for preparation.
2. Answer the all-important question-words: why? who? where? when? how? and what?
3. Structure your presentation into introduction, body, conclusion and questions.
4. Write notes based on keywords.
5. Rehearse your presentation several times and change it as necessary.
6. Link each section of your presentation.
7. Signpost your presentation from beginning to end so that your listeners know where they are.
8. Overcome your nerves.
9. Maintain interest by varying the speed, volume and pitch of your voice.
10. Deal with listeners' questions politely.

If you are using any IT equipment, remember to have a run through a couple of days before to check there are no IT issues!

THINGS TO DO

At Launch Event

1. Complete the Proceeds & Participation Agreement and hand to Challenge Coordinator
2. Assign roles for everybody in the team and record these in your Business Plan
3. Swap contact details with your mentor (use your school email address and mentor's work email address and phone number)
4. Make a note of the day and time that your mentor will be coming into school
5. Start work on your business plan

Before First Meeting with Mentor

1. Complete the Skills Audit
2. Finalise your business plan document
3. Work out when your first sale will be and what you need to do to get ready

USEFUL CONTACT DETAILS



Corporate Mentor

Name: _____
Tel: _____
Email: _____

School Mentor

Name: _____
Tel: _____
Email: _____

Challenge Coordinator

Coordinator: Lydia Chambers
Email: studentbusinesschallenge@gmail.com
Tel: 07797 765620
Website: www.studentbusinesschallenge.com

Social media: #studentbusinesschallenge

Facebook: JerseyStudentBusinessChallenge and
GuernseyStudentBusinessChallenge

Instagram: ci_student_business_challenge