# **Student Enterprise Awards**

County & City Enterprise Boards

## **BUSINESS REPORT TEMPLATE**

#### 1.1 **Introduction**

Name of your mini-company & outline your business idea					

### 1.2 **Summary**

Give a summary of your business including:

- Was your choice of product/service a good one?
- Where did you get your idea from?
- What skills did you already have and what skills did you have to learn?
- Who were your customers?
- How did you promote your product/service?
- What risk, if any, did you take?
- What difficulties did you have to overcome?

•	Did you make a profit or a loss?
1.3	<b>Business Structure</b>
	In this section you should:
•	Identify all the members of our team Explain who did what roles in your mini-company Include an organization chart

Products / Services
In this section you should:
Describe your product/service and include photographs  Explain what was innovative about your product/service  Did you have to make any adjustments as a result of your market research?  Describe how you produced the product/service, using sketches if necessary.  Describe any difficulties you came across and how you dealt with them.  Explain how you came up with the price for your product.
What were the unit prices for each product You can also include a SWOT analysis here

## 1.5 Marketing/Promotion

In this section you should:

- Describe the customers you were targeting
- Did these customers actually purchase the product/service?
- Did you have to make adjustments to meet customer requirements?
- What market research did you carry out? Include graphs of your findings.
- Include your marketing plan in this section.
- Who were your competitors?

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1.6

Review/Conclusion
How did you get on as a team?
Did you have to overcome any difficulties while working as a team?
How did you solve any conflicts that arose?
Did you develop new skills? Give examples.
Will your business continue trading?
What was the best advice you were given during this process? What advice would you give to other students thinking of participating in the SEAs?
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