

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?

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In this section you should:

- [illegible]

1.4 Products / Services

- 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

- 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?

- [illegible]

1.6 Finance

- [illegible]

1.7 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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