



# Team Programme

Delivery and Resource Guide



# Team Programme

## Delivery and Resource Guide

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# 1. INTRODUCTION TO TEAM PROGRAMME



## Welcome to Team Programme

At Young Enterprise our vision is that every young person has the opportunity to learn the vital skills and enterprising mindset needed to earn and look after their money and make a positive contribution to their community. Our mission is to empower young people to discover, develop and celebrate their skills and potential. We work in partnership with educators, volunteers and our supporters to provide meaningful opportunities for young people to develop an enterprising mindset in which to apply crucial skills to navigate successful future pathways.

Our website [young-enterprise.org.uk](https://www.young-enterprise.org.uk) will provide more information about us.

Team is an exciting flexible enterprise journey that is suitable for students aged 15 to 19+ who have mild to moderate learning difficulties or are studying for Entry Level or Level 1 qualifications. The programme is designed to support the transition from education into independent living and employment, developing life skills through the experience of working as a team to set up and run a business. Each Team company can be made up of a maximum of 25 students.

Over an academic year, students work in teams to set up and run a real company under the guidance

of their lead educator and supported by a local Business Volunteer and **Young Enterprise Representative**. Each student takes on a job role within the team and is responsible for an area of the business such as Management, Finance, Production, Events, Marketing, Sales or Administration. Students have the opportunity to manage money, open a business bank account, interact with Business Volunteers and customers at sales events and present to an audience. The programme develops life skills and employability skills which are fundamental for young people making the transition from education to greater independence.

## How to Use This Guide

The use of all resources is optional and will depend upon the requirements of each specific cohort of students. This guide has been designed to be flexible with adaptable resources. You can pick and choose which resources are appropriate to use with your students. In addition to this guide, you will be provided with log in details to **YE Online**, a dedicated website which contains guidance and downloadable resources for you and your students to use.

Each chapter has an **Opportunities for Differentiation** section which provides additional guidance on supporting different ability students. Teacher guidance is provided, and student resources are found at the end of each chapter and can be photocopied. Additionally, some of the student activity resources can be downloaded from YE Online.

All resources have been designed to be flexible and may need to be tailored to meet the requirements of students taking part. As with all other areas of the curriculum, educators will need to plan each Team Programme session in advance and decide how best to divide the tasks between the students.

## Safeguarding

Safeguarding is of primary importance to Young Enterprise. We ensure that our staff and volunteers are trained in safeguarding including how to raise concerns around safeguarding of children, young people and vulnerable adults. All volunteers undergo Disclosure and Barring Service (DBS) checks at enhanced level, sign up to our volunteer code of conduct and are trained on the importance of safeguarding.

Please go to our website [www.young-enterprise.org.uk/policies](http://www.young-enterprise.org.uk/policies) to see our safeguarding policy.

## Your Role

Team Programme depends upon a teacher, lecturer or TA to facilitate and support the delivery of the programme in each school and college, working closely with a Business Volunteer.

You do not need to have business training to carry out your role and this resource pack has been designed to provide guidance and support to educators who do not have previous business experience or knowledge.

It is recommended that schools and colleges timetable at least **2 hours per week** to deliver the Team Programme.

Please also ensure that your students complete the pre and post surveys at the start and end of the programme. Instructions on how to complete these surveys can be found in **Chapter 12**.

## The Role of the Business Volunteer

Your students may have an opportunity to work with a Business Volunteer. These are volunteers from local business and industry who are willing to make time to share their skills, knowledge and experience with students. The Business Volunteer will act as a consultant, facilitator and motivator when helping students to run their company.

Many schools and colleges have good links with local businesses and may already have contacts who could act as Business Volunteers for your Team Programme. If you have a local contact who may be able to help, please discuss this with your Young Enterprise Representative.

## The Role of Young Enterprise

Your Young Enterprise Representative will provide help and support to educators and Business Volunteers.

Please do not hesitate to contact your YE Representative should you have any queries or problems.



## YE Online

**YE Online** is a secure online platform which contains a range of resources to support both teachers/educators and Business Volunteers. The resources include:

- ▶ Downloadable resources
- ▶ A finance accounts package
- ▶ PowerPoint presentations
- ▶ Student worksheets
- ▶ Videos
- ▶ Information about competitions



Once the company is registered, you and the Business Volunteer will have access to their own company area of YE Online. Whilst it is anticipated that most students taking part in the Team Programme will not use YE Online independently, you will be issued with login details for each student you register.

## Trading Station

Students will also have access to **YE Trading Station**, a bespoke online sales platform solely for Young Enterprise student companies.

The platform will enable student companies to sell and promote their products and services online as well as take part in online trade fair competitions. It is important that you support your students to register on YE Trading Station and complete a series of questions to get their product approved before they start selling. Find out more about this in **Chapter 10**.

## Finance for the Team Programme

All Team Programme companies have an opportunity to open a business bank account. A simple online application form and full instructions can be found on YE Online.

An accounts package is also provided on YE Online to assist in keeping track of company finances. Full details can be found in **Chapter 7**. Please support your students to update their accounts on a regular basis. When logged into YE Online they can see a summary of sales and profit made which can also act as a great motivator to your students as they see their profit increasing.

A Young Enterprise winding up fee must be paid as part of the process of closing down a Young Enterprise Team Programme company. Full details can be found in **Chapter 11**.



## Programme Competitions

Your students may have opportunities to attend local trade fairs and competitions. Speak to your Young Enterprise Representative to find out more.

In addition, there are a range of national competitions that take place. Full details and deadlines for entry can be found on the competitions page on **YE Online**.

The following competitions take place throughout the academic year:

- Best Logo**
- Best Advertisement**
- Best Presentation**
- Outstanding Individual Achievement**



## Additional Resources

Within the resource guide you will find additional resources at the back of the guide that will help your student team run their company. You will find a copy of:

- ▶ Young Enterprise Operating Framework
- ▶ Glossary of Key Business Terms
- ▶ Product or Service Ideas
- ▶ Pre and Post surveys for students to complete at the start and end of the programme
- ▶ A copy of a student certificate which can be photocopied. (This can also be downloaded from YE Online).

## Timescales for the Team Programme

The key stages of the Team Programme are:

- ▶ Getting started
- ▶ Business planning
- ▶ Running the business
- ▶ Closing the company and reflection

The programme is flexible and there is not a strict delivery timetable. The following broad outline is suggested as a guide for running the company over one academic year which enables teams to capitalise on sales opportunities in December and Spring and allows companies to take part in the termly competitions.

MONTH	TOPIC	CHAPTER IN THIS GUIDE	TASKS
September	Getting Started	1, 2 & 3	<ul style="list-style-type: none"> <li>▶ Log in to YE Online</li> <li>▶ Read the Operating Framework</li> <li>▶ Meet with the Business Volunteer</li> <li>▶ Introduce students to Team Programme</li> <li>▶ Allocate job roles and complete pre-survey</li> <li>▶ Download the Certificate of Incorporation from YE Online</li> <li>▶ Complete bank account online application (if applicable).</li> </ul>
October	Business Planning	4, 5, 6 & 7	<ul style="list-style-type: none"> <li>▶ Agree company name, logo and mission statement</li> <li>▶ Business idea selected</li> <li>▶ Market research carried out</li> <li>▶ Introduction to finance and raise start-up capital</li> <li>▶ Register on YE Trading Station and get product approved</li> </ul>
November	Running the Business	8, 9 & 10	<ul style="list-style-type: none"> <li>▶ Plan and produce product/s</li> <li>▶ Plan marketing and create an advert</li> <li>▶ Design a trade stand</li> <li>▶ Enter Best Logo competition</li> </ul>
December	Running the Business	10	<ul style="list-style-type: none"> <li>▶ Attend selling events E.g. Christmas fair at school</li> <li>▶ Attend local YE Trade fairs</li> <li>▶ Keep finances up to date on YE Online</li> </ul>
January – February	Running the Business	10	<ul style="list-style-type: none"> <li>▶ Identify selling opportunities E.g. Valentines Day</li> <li>▶ Enter Best Advert competition</li> </ul>
March – May	Running the Business	10	<ul style="list-style-type: none"> <li>▶ Continue selling</li> <li>▶ Enter competition for Best Presentation</li> <li>▶ Nominate student for The Outstanding Individual Award</li> </ul>
June – July	Closing the company & reflection	11 & 12	<ul style="list-style-type: none"> <li>▶ Sell remaining stock</li> <li>▶ Hold final meeting</li> <li>▶ Pay winding up fee</li> <li>▶ Close bank account</li> <li>▶ Reflect on learning and celebrate success</li> <li>▶ Complete the post-survey</li> </ul>

## Legal Matters

Each company, once registered, is set up as a branch of YE and will trade as '[Company Name], a branch of Young Enterprise'.

It is important that you are familiar with the **Operating Framework** included in the **Additional Resources** chapter at the end of this guide and also available on YE Online. This covers the legal aspects of YE companies and key rules students will need to abide by.

### Online Trading

**YE student companies are not permitted to use electronic payments such as PayPal or a card machine.** The only approved way for student companies to sell their products or services online is through YE Trading Station. This platform will allow students to sell their products by generating and issuing invoices to customers. If students are under the age of 18 years old they cannot legally trade on an alternative sales platform independently, e.g. Amazon or eBay. Any other method of selling online other than Trading Station is not covered by our insurance. If your student company sets up a website please direct customers to purchase your products from YE Trading Station.

## Working Together with Business Volunteers

Your students may have an opportunity to work with a Business Volunteer who can support them with their Team journey. Educators can support this by:

- ▶ Helping the volunteer to understand the specific educational needs of each student and how they can best be supported
- ▶ Managing the Programme in a flexible way to maximise the contribution the volunteer can make
- ▶ Setting meeting standards and addressing any poor behaviour by the students and not expecting the volunteer to do this.
- ▶ Organising a time for the volunteer to meet with the SLT to ensure they feel valued.

## Employability Skills



### Communication

- ▶ Speaking and listening
- ▶ Getting my thoughts across



### Confidence

- ▶ Knowing I can
- ▶ Believing in myself



### Financial Capability

- ▶ Knowing how much money I will need
- ▶ Knowing where my money will come from



### Initiative

- ▶ Taking the first step
- ▶ Willing to get things done



### Organisation

- ▶ Thinking and planning ahead
- ▶ Knowing what to do when



### Problem Solving

- ▶ Finding a solution
- ▶ Coming up with alternatives and good ideas



### Resilience

- ▶ Bouncing back when the unexpected happens
- ▶ Keeping going when I find things tough



### Teamwork

- ▶ Taking part
- ▶ Doing my bit

**WELCOME TO**

# **TEAM PROGRAMME**

**YOU WILL HAVE A CHANCE TO SET UP  
AND RUN YOUR OWN COMPANY**



**You will work in a team with each member taking on a job role**



**You will be able to sell your products or services**



**You will be able to take part in competitions**



**You will develop skills that you will need for independence and confidence.**

# WHO WILL HELP YOU RUN YOUR COMPANY?

**Teacher/Educator** – The person at your school or college who is responsible for organising Team Programme

**Business Volunteer** – You may be supported by a local Business Volunteer who will give advice to your company

**Young Enterprise Representative** – The person who works for Young Enterprise and will organise local trade fairs and competitions

**Write down their names:**



**Teacher**

.....

**Business Volunteer**

.....

**Young Enterprise Representative**

.....



## **YE ONLINE**

**YE Online** is a website that will provide you with guidance on setting up your company.

You can use **YE Online** to keep a record of the money your company has made and to find tips on how to run your business well.

Your teacher will provide you with your log in details.

## 2. COMPANY MEETINGS



All student companies should hold regular meetings to make decisions about the company and to review their progress. Wherever possible, meetings should be attended by all students, the teacher and the Business Volunteer.



### The First Meeting

The first meeting will mainly focus on introducing students to Team Programme and is likely to be led by the teacher and Business Volunteer. Within the first couple of meetings the student company will choose their job roles (outlined in **Chapter 3**). Once job roles have been decided meetings should be led by one of the Management Team whose job it is to act as a chairperson and to make sure that all team members have a say, have the chance to put their ideas forward and are listened to by the rest of the team.

### Recording Meetings

It is the job of the Administration Team to keep a record of the meetings. Before a meeting, all company members should be given a copy of the agenda. This outlines where and when the meeting will be held and what you plan to discuss at the meeting. A photocopyable sample agenda can be found at the end of this chapter and a copy can be downloaded from **YE Online**.

After the meeting, the Administration Team will keep a written record of what is agreed at the meeting (the minutes). Sample minutes can be found at the end of this chapter and a copy can be downloaded from **YE Online**.

## Hints on Delivery

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- ▶ Ensure regular team meetings are held to check the progress of the business. It may be useful to hold a regular timetabled meeting so students know, in advance, when meetings are scheduled to take place.
- ▶ Some students may already be familiar with attending meetings if they are members of their school or college council. If so, draw on their experience to introduce the importance of holding regular meetings and how to hold a successful meeting.
- ▶ Organising refreshments for a meeting can be motivating and help to make the students feel as if they are attending a real business meeting.

## Opportunities for Differentiation

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- ▶ Create an agenda for a meeting using symbols and display this in a visual timetable. Alternatively, you could create an agenda in a “now, next and then” format.
- ▶ Create opportunities for students to participate in votes during the meetings.

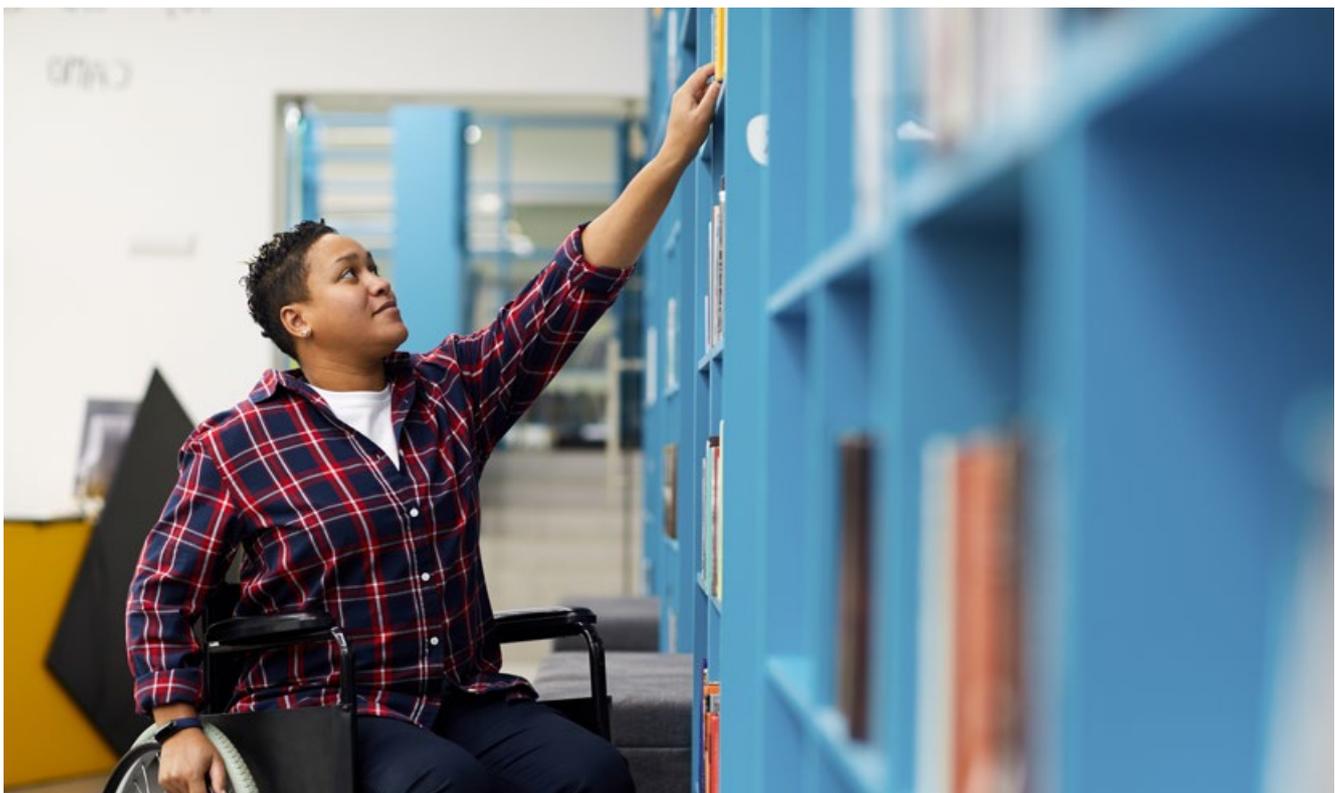


## Questions to Recap Learning and Understanding

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Once this section has been completed, the following questions can be used or adapted to review learning and understanding.

1. What makes a successful meeting?
2. Why do you need to record what is agreed at a meeting?
3. What did you do well at your first meeting?
4. What could you do better at your next meeting?
5. What problems have you overcome so far?



# ONGOING CHECKLIST – WHAT HAS BEEN DONE SO FAR?

Use this table to keep a record of what you have done throughout the year.



Activity	<b>Complete</b> Tick or colour in the activities you have completed	Notes
Skills highlighted		
Jobs roles decided		
Company name chosen		
First survey completed		
Logo & promotional materials designed		
Bank account opened		
Business idea chosen		
Applied to trade on YE Trading Station		
Money records completed and start up capital raised		
Entered Best Logo Competition		
Entered Best Advert Competition		
Entered Best Presentation Competition		
Attended Trade Fair		
Second survey completed		
Paid winding up fee		
Closed bank account		
Celebrate your success!		

# AGENDA EXAMPLE

**Company Name: Craft Creations**

**Weatherfield Academy Team Programme**

**Craft Creations**

**Monthly Meeting of the company**

**Thursday 22nd September 2021 12-1pm**

**Chaired by Robert Smith**

**Minutes: Jessica Brown**

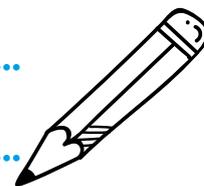
## **Agenda:**

1. Review minutes from previous meeting
2. Progress report from team
3. Discussion: Improving the quality of the product
4. Trade Fair on 5th December
5. Any other Business

# MINUTES TEMPLATE

Name .....

Date .....



Main points	Decisions	Who will action?
E.g. Item 2: Review progress report from team – E.g. order of products not arrived yet	Ring supplier	Josh (Operations Director) by 10th October.

# 3. CHOOSING JOB ROLES

As part of the Team Programme each student takes on a role in one of 7 teams. These are:

- ▶ Management
- ▶ Finance
- ▶ Production
- ▶ Events
- ▶ Marketing
- ▶ Sales
- ▶ Administration



Job role posters that can be photocopied are provided at the end of this chapter to support the allocation of job roles.

It is a good idea to choose roles based upon the skills and abilities of each team member. For example, if someone is outgoing and a good communicator then they may be good at sales.



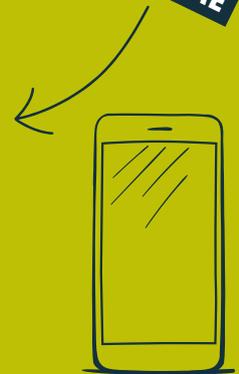
At this stage of the Team Programme journey, to establish a skills baseline for your students, **all Team participants should complete the first part of the student survey** as outlined in Chapter 12.

You can find photocopyable survey forms in the **Additional Resources** chapter at the end of the guide. Alternatively ask students to scan the QR code or click on the online form link below:

[www.smartsurvey.co.uk/s/TEAMPROGRAMME1/](http://www.smartsurvey.co.uk/s/TEAMPROGRAMME1/)



SCAN ME





### Hints on Delivery

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- ▶ The teacher should guide the discussion about which members of the team take on each role.
- ▶ You could invite people in to talk about their jobs, for example a member of the school administration team or finance department.
- ▶ Students could research jobs they are interested in to see what skills are required
- ▶ Refer to the posters when allocating roles with specific reference to the skills required for each role.

### Opportunities for Differentiation

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- ▶ Team Programme Companies can be flexible with their roles. For example, if one of your students shows clear leadership qualities you may decide to create the position of Managing Director to have an oversight of the Management Team.
- ▶ Use word or image mats to support students to choose characteristics which describe their personalities and attributes.

### Questions to Recap Learning and Understanding

---

Once this section has been completed, the following questions can be used or adapted to review learning and understanding.

1. Are you pleased with the job role you have been given?
2. How does your job role match the skills that you have?
3. What have you enjoyed?
4. What have you done well?
5. What could you do better?
6. How well are you working as a team?
7. What problems have you overcome so far?



## JOB ROLES TO CHOOSE FROM

To help you choose which team to join your teacher will give you details of what each team will do.

### The Management Team



### The Finance Team



### The Production Team



### The Events Team



### The Marketing Team



### The Sales Team



### The Administration Team



# EMPLOYABILITY SKILLS



## Communication

- ▶ Speaking and listening
- ▶ Getting my thoughts across



## Confidence

- ▶ Knowing I can
- ▶ Believing in myself



## Financial Capability

- ▶ Knowing how much money I will need
- ▶ Knowing where my money will come from



## Initiative

- ▶ Taking the first step
- ▶ Willing to get things done



## Organisation

- ▶ Thinking and planning ahead
- ▶ Knowing what to do when



## Problem Solving

- ▶ Finding a solution
- ▶ Coming up with alternatives and good ideas



## Resilience

- ▶ Bouncing back when the unexpected happens
- ▶ Keeping going when I find things tough



## Teamwork

- ▶ Taking part
- ▶ Doing my bit

# WHAT SKILLS DO YOU HAVE?

Name .....



## Read the statements below.

If you agree with a statement tick the smiley face 😊

If you don't agree, tick the sad face ☹️

If you neither agree or disagree, tick the neutral face 😐

Provide examples: E.g. I am organised because... I always hand in my homework in time.

Skill	Give an example:	😊	😐	☹️
I am organised	Because...			
I am good at talking to people of all ages	Because...			
I am good at solving problems	Because...			
I am good with numbers	Because...			
I can use a computer well	Because...			
I am good at making things	Because...			
I am good at drawing pictures	Because...			
I am creative	Because...			
I like telling people what to do	Because...			
If things go wrong, I try again	Because...			

**Now look at the posters to see how well your skills match those needed for each job role.**

## JOB ROLE POSTERS



# Administration

## The role of the Administration Team

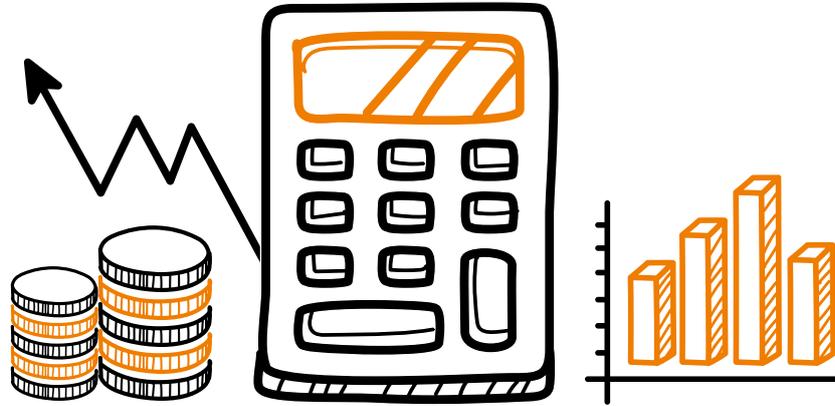
- ✓ Help the Management Team to organise the company meetings
- ✓ Keep notes of things agreed at the meetings
- ✓ Make sure all company members have copies of meeting notes
- ✓ Look after important documents for the company
- ✓ Keep a record of who attends each meeting
- ✓ Help to work out any disagreements between team members
- ✓ Look after photocopying, posting and record keeping

### Could you be a part of the Administration Team?

#### A good Administration Manager has these skills and qualities

- ✓ Well organised
- ✓ Good at using computers
- ✓ Good people skills
- ✓ Able to meet deadlines

## JOB ROLE POSTERS



# Finance

## The role of the Finance Team

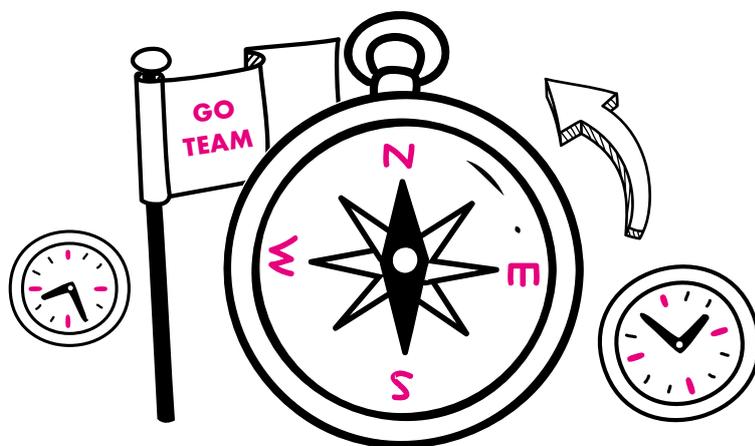
- ✓ Look after the money and keep it safe
- ✓ Open a bank account and pay money in
- ✓ Keep records of all the shareholders
- ✓ Work out the cost of making the product or service
- ✓ Decide on the selling price
- ✓ Keep records of all the money that comes into the business
- ✓ Keep records of the money that the business spends
- ✓ Make sure there is enough money to pay the bills
- ✓ Make sure the company knows how much money has been made

## Could you be a part of the Finance Team?

### A good Finance Manager has these skills and qualities

- ✓ Good at maths
- ✓ Trustworthy and reliable
- ✓ Organised
- ✓ Good at keeping records
- ✓ Good communication skills
- ✓ Good at using computers

## JOB ROLE POSTERS



# Management

## The role of the Management Team

- ✓ Plan and run company meetings
- ✓ Make sure the other teams communicate with each other
- ✓ Help all teams to complete their jobs on time
- ✓ Come up with solutions to problems facing the company
- ✓ Develop good team spirit within the company
- ✓ Help to work out any disagreements between team members
- ✓ Make sure that the shareholders, company members, suppliers and others know what is happening in the company

### Could you be a part of the Management Team?

#### A good Manager has these skills and qualities

- ✓ Leadership skills
- ✓ Good at making decisions
- ✓ Organisation skills
- ✓ Good communication skills
- ✓ Problem solving skills
- ✓ Good at keeping records
- ✓ Motivated

## JOB ROLE POSTERS



# Marketing

## The role of the Marketing Team

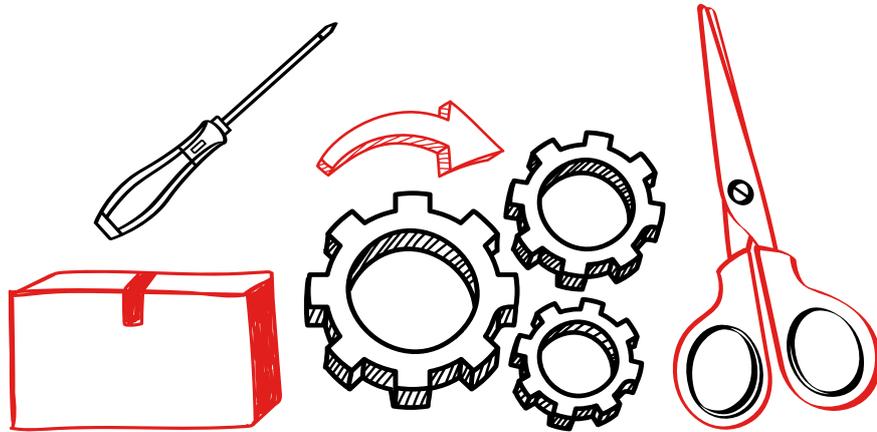
- ✓ Help decide the name of the business
- ✓ Design the company logo
- ✓ Write a company slogan
- ✓ Find out about what people think of the product or service
- ✓ Decide on the selling price
- ✓ Help to decide how much to charge
- ✓ Decide where to sell
- ✓ Plan the company advertising
- ✓ Design and make posters
- ✓ Write an article for a newsletter, website or newspaper

## Could you be a part of the Marketing Team?

### A good Marketing Manager has these skills and qualities

- ✓ Creative
- ✓ Good at art
- ✓ Good at coming up with new ideas
- ✓ Likes using computers
- ✓ Good communication skills
- ✓ Motivated

## JOB ROLE POSTERS



# Production

## The role of the Production Team

- ✓ Suggest ideas for a product or service
- ✓ Make a sample product to show all company members
- ✓ Suggest how to improve the sample product before making stock
- ✓ Decide what is needed to make the product
- ✓ Make sure everyone is safe when making products
- ✓ Check that finished products are good quality
- ✓ Make sure the products are made on time
- ✓ Make sure you don't waste anything when making products
- ✓ Produce the product to sell

## Could you be a part of the Production Team?

### A good Production Manager has these skills and qualities

- ✓ Good practice skills
- ✓ An eye for detail
- ✓ Can meet deadlines
- ✓ Organised
- ✓ Good communication skills
- ✓ Problem solving skills

## JOB ROLE POSTERS



# Sales

## The role of the Sales Team

- ✓ Come up with ideas of what to sell
- ✓ Help the marketing and events teams to make the trade stand
- ✓ Think of lots of ways to help sell the product or service
- ✓ Talk to customers and sell the product or service
- ✓ Take the money and give the customer change
- ✓ Keep a record of all products sold
- ✓ Help to make sure your trade stand looks good

## Could you be a part of the Sales Team?

### A good Sales Manager has these skills and qualities

- ✓ Friendly and well mannered
- ✓ Good communication skills
- ✓ Lots of confidence
- ✓ Good negotiation skills
- ✓ Creative
- ✓ Good at handling money

# JOB ROLE POSTERS



## Events

### The role of the Events Team

- ✓ Design the layout of the trade stand
- ✓ Decide what is needed to make the trade stand
- ✓ Organise people to make the trade stand
- ✓ Choose the best way to display the products
- ✓ Make signs and price labels
- ✓ Decide the right packaging for the product and pack it
- ✓ Make sure that team members dress smartly at events
- ✓ Arrange the roles for who will sell on the trade stand
- ✓ Organise change to give the customers

### Could you be a part of the Events Team?

#### A good Events Manager has these skills and qualities

- ✓ Creative
- ✓ Organisation skills
- ✓ Good communication skills
- ✓ Good at making decisions
- ✓ Problem solving skills

# CHOOSING YOUR JOB ROLE

Name .....

**Your teacher will explain each job role and the skills and qualities needed to do each role. Use this information to decide which 2 roles match your skills**

Why do you think you would be good at the two job roles you have chosen?



Write down your thoughts or cut and stick words that best describe you.

**1st Choice**

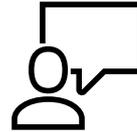
**2nd Choice**

# DESCRIBE YOURSELF

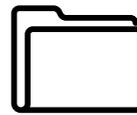
**FRIENDLY**



**CONFIDENT**



**ORGANISED**



**CREATIVE**



**GOOD WITH NUMBERS**



**PROBLEM SOLVER**



**GOOD LISTENER**



**GOOD WITH COMPUTERS**



**GOOD AT MAKING THINGS**



**RESILIENT**



# WHO'S DOING WHAT?

**Name** .....

You need to discuss and agree who is going to be in each team.

Write down the names or stick photographs of everyone who will be working in each team:



**Management Team**

**Finance Team**

**Production Team**

**Events Team**

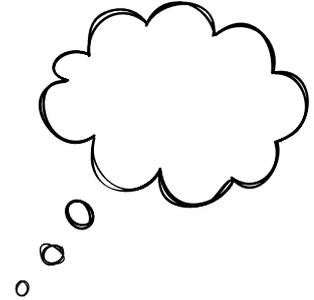
**Marketing Team**

**Sales Team**

**Administration Team**

# WHO'S DOING WHAT?

## Time to Reflect



**Are you pleased with your job role? Why are you pleased?**

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**How does your job role match the skills you have?**

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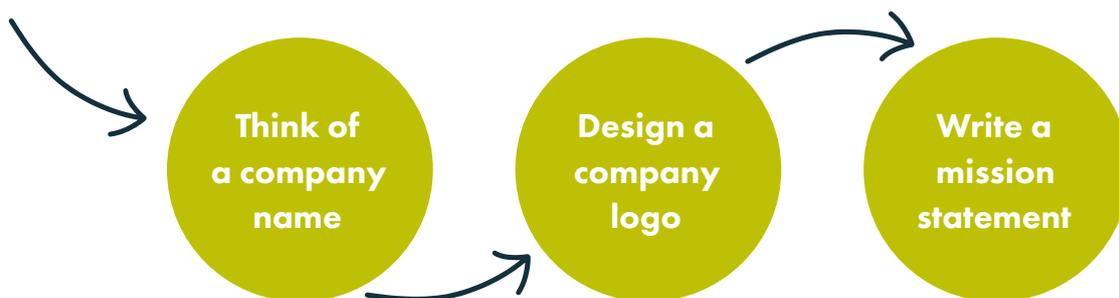
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# 4. STARTING THE COMPANY

When starting the company students will need to:



Don't forget to enter the Team Programme Logo competition! Visit YE Online for details of how to enter or get in touch with us via [programmes.support@y-e.org.uk](mailto:programmes.support@y-e.org.uk)

## Hints on Delivery

- ▶ Ask students to look at a small selection of well-known logos and get them to identify the businesses.
- ▶ Some teams find it easier to choose a product before a name – often the product will inspire the company name.
- ▶ Students could visit businesses in the local community to look at the logos used – a trip to your local high street would provide a wide variety of logos for the students to consider.

## Opportunities for Differentiation

- ▶ For some students, writing a strapline for their company could be more appropriate than writing a mission statement.
- ▶ Some students could use ICT to help them design and create a logo
- ▶ Some students could explain the reasoning behind their choices for a company name, logo and mission statement

## Questions to Recap Learning and Understanding

Once this section is complete you can ask students the following questions to review learning and understanding:

1. What do you think is good about your logo?
2. Does your mission statement explain what your company is about?
3. What went well?
4. What could you do better?
5. What have you enjoyed so far?
6. How well are you working as a team?
7. What problems have you overcome so far?



# THINKING OF A COMPANY NAME

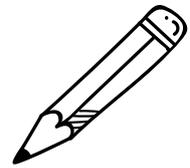
**Name** .....

One of the first things you have to do when starting a business is to think of a name for your business.

A lot of well-known companies have very memorable names. Examples include Apple and EasyJet.

You now need to choose a company name for your business.

**Write your own ideas for a company name:**



**My ideas for a company name are:**

.....

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**As a group, look at all your ideas and choose the best name:**

**Our company is going to be called:**

.....

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## DESIGNING A LOGO

Name .....



Most successful companies have an eye-catching logo.  
You can often recognise a logo from an image without words.



Look at the Young Enterprise logo.

Do you think it is an eye-catching logo?

.....

Is it easy to identify the company/organisation from the logo?

.....

What makes it good?

.....

Which words best describe the logo below? Circle the words below.

**Big**      **Bright**      **Bold**      **Colourful**      **Simple**

Find 3 logos of well-known companies. For each logo decide what makes it eye-catching. You could also look at your school or college logo.

# DESIGNING A LOGO

**Design your own logo**



Now look at the logos produced by the rest of your company and choose the best logo for your business.

# WRITING A COMPANY MISSION STATEMENT

**Name** .....



A mission statement says what your business is about and what your business wants to achieve. It should be short – just one or two sentences and easy for your customers to understand.

Some companies have a mission statement which shows how their company has a commitment to making a difference in the world. For example, The Body Shop.

**Here are some example mission statements for well-known companies:**

**Young Enterprise:** We empower young people to discover, develop and celebrate their skills and potential.

**Instagram:** To capture and share the world's moments.

**Work as a group to create a list of the important words you want to put in your company mission statement.**

.....  
.....  
.....  
.....

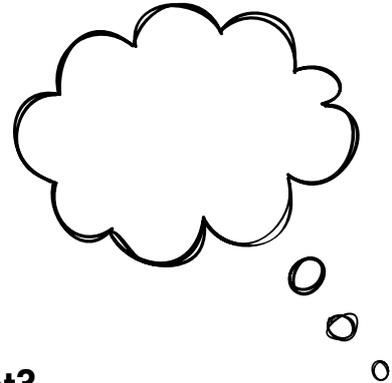
**Work as a group to agree a mission statement for your company.**

**Our mission statement is:**

.....  
.....  
.....  
.....

# WRITING A COMPANY MISSION STATEMENT

## Time to Reflect



Are you pleased with your mission statement?

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What are the strengths and weaknesses of your mission statement?

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# 5. CHOOSING A BUSINESS IDEA



Students will need to work as a team to decide what product or service their company is going to make.

## Considering your Target Market

Who are they going to sell their product or service to? Think about the type of people that live in your area and what types of products they might like to buy. For example, a school based in Newquay, Cornwall may do very well if they make a product targeted at surfers. The same product may not be successful in other areas of the country where surfing isn't as popular!



## Products and services that are NOT allowed



There are some products and services that Young Enterprise companies are NOT insured for and therefore companies are not allowed to sell. **Please read the YE Operating Framework** which is included in this resource. This document is also available to download from YE Online.

If you are unsure about whether a product or service is allowed, please check with your YE Representative.

## Hints on Delivery

- ▶ When choosing a product or service, think about what your school or college already does and if this could be turned into a product. For example, if your school has expertise in making craft products, could these be a suitable product for your business?
- ▶ Before choosing a product or service remember to check which products are prohibited by Young Enterprise Insurance Cover.
- ▶ Websites such as Pinterest.com can be a good source of inspiration when choosing a product or service.
- ▶ Many companies change the products they make during the life of their business. There can be advantages in producing a range of seasonal products to allow opportunities for product development and increasing sales.

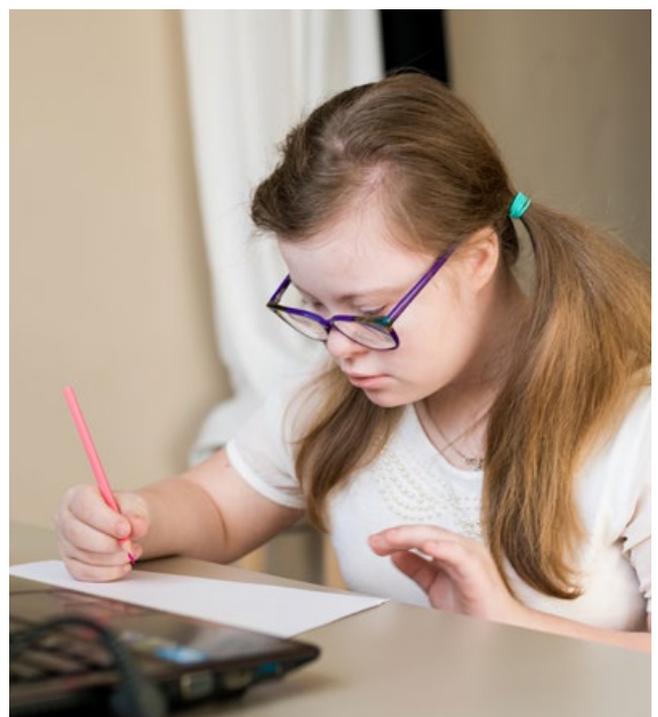
## Opportunities for Differentiation

- ▶ Help guide your students with the process by providing them with a list of product/service options to choose from. You can find a list of ideas in the **Additional Resources** chapter at the end of the guide.

## Questions to Recap Learning and Understanding

Once this section has been completed, the following questions can be used or adapted to review learning and understanding.

1. Are you pleased with the product you have chosen and why?
2. How could you develop the product in the future?
3. What will make your customers want to buy the product?
4. What have you enjoyed?
5. What have you done well?
6. What could you do better?
7. How well are you working as a team?
8. What problems have you overcome so far?



# COMING UP WITH A BUSINESS IDEA

Name .....



List the different groups of people you could sell your product or service to. Examples include families, older people, children.

- .....
- .....
- .....
- .....

List at least 5 ideas for a product or service that will appeal to the people who are likely to buy from you. Examples include artwork, hand-made cards, candles, mugs, plants, seasonal gift, photo frames, jewellery.

**My product/service suggestions are...**



## Health and safety

It is important to consider health and safety when choosing a product or service. Is it safe? Are there any dangers? Does the product/service fit the insurance you have?

# CHOOSING A PRODUCT OR SERVICE

Name .....



**Your company must now agree on your top 3 ideas.**

Write or draw your top three ideas. (You can also write the advantages and disadvantages of each idea if you would like to)

<b>1st idea</b>	Advantages...
	.....
	.....
	Disadvantages...
	.....
	.....

<b>2nd idea</b>	Advantages...
	.....
	.....
	Disadvantages...
	.....
	.....

<b>3rd idea</b>	Advantages...
	.....
	.....
	Disadvantages...
	.....
	.....

Discuss the three ideas with your company. You will then need to decide the best idea.

**The product or service we are going to make for our business is:**

.....  
.....  
.....

# 6. FINDING OUT WHAT YOUR CUSTOMERS WANT

## Market Research

Market Research is about finding out what customers want. Students could carry out market research through a questionnaire or a focus group.

The student company may choose to design a questionnaire to help decide on the features of the product/service. The questionnaire can be multiple choice questions with tick boxes to make it easier for customers to respond.

Students should try to get at least 10 people to complete the questionnaire which can be done via email or by asking people the questions face to face. A sample questionnaire template can be found at the end of this chapter.

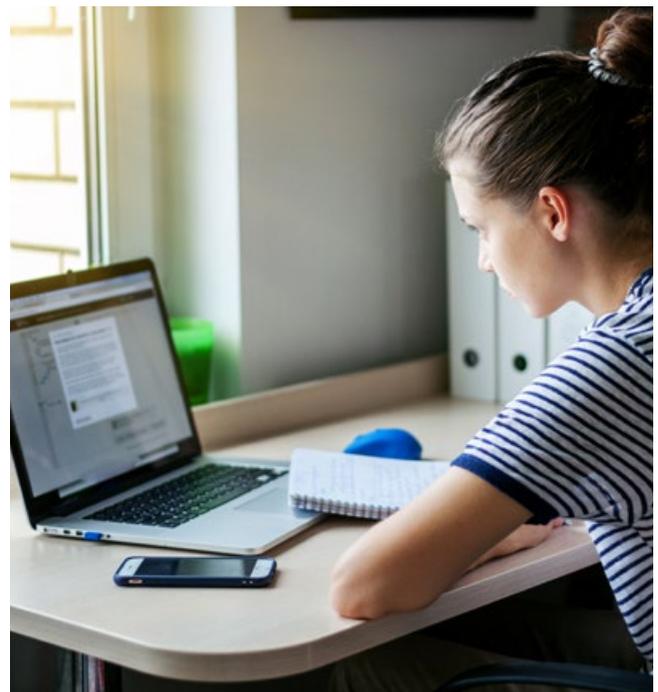
A focus group is a small group of people selected to give their views in person on a business idea or product. Invite 4 or 5 staff or students from your school or college to a focus group. Students could discuss their ideas for a product or service and ask for feedback. The Administration Team will need to keep notes of what is decided at the focus groups to feedback to the company meeting.



## Analysing Market Research

Students will need to analyse the data collected from their questionnaire and/or focus group.

They can then make a decision about whether to go ahead with producing their chosen product or service and to help decide the details.





### Hints on Delivery

- ▶ Carrying out a face to face survey can provide students with a good opportunity to develop confidence and communication skills.
- ▶ Always include closed questions e.g. questions that only prompt 'yes' or 'no' answers or multiple choice questions when designing questionnaires.
- ▶ Using websites such as **smartsurvey.co.uk** or **zoho.com** can help. An online questionnaire to school or college staff is likely to have a high response rate.

### Opportunities for Differentiation

- ▶ Consider having questions queued up on a communication device for pupils to ask during a market research exercise.
- ▶ Create pictograms or bar charts for students to draw/colour as a way of recording answers to multiple choice-based questions.

### Questions to Recap Learning and Understanding

Once this section has been completed, the following questions can be used or adapted to review learning and understanding.

1. Why do you need to find out if customers will buy your product?
2. What is the difference between a focus group and a questionnaire?
3. What have you enjoyed?
4. What have you done well?
5. How well are you working as a team?
6. What problems have you overcome so far?



# MARKET RESEARCH QUESTIONNAIRE TEMPLATE

Asking your friends and family to help with market research is a great way to help you find out important information about your business idea. You can use these questions or add your own if you would like – asking the questions and filling in the answers.

For each question write down how many people gave each answer.

**Please note – this market research questionnaire is only to be used with trusted members of your family, friends and classmates!**

## Q1. How old are you?

	Number of people who answered
Under 11 years	
11-19 years	
20-44 years	
45-59 years	
60 + years	

## Q2. What do you do?

	Number of people who answered
Go to primary school	
Go to secondary school	
Go to college or university	
Full time job	
Part time job	
Other e.g. retired	

## Q3. How much would you pay for my .....?

	Number of people who answered
Up to 99p	
£1 - £1.99	
£2 - £3.99	
More than £4	

**Q4. How likely are you to buy may .....**

	Number of people who answered
Very likely	
Likely	
Maybe	
Not likely	

If the answer is "Maybe" or "Not likely", how could I make you more likely to buy from my business?

.....

.....

**Q5. How many of my .....you buy?**

	Number of people who answered
1	
2	
3	
More than 3	

**Q6. Add a question to find out more about how your product looks.**

With this question you can change the question to fit your idea or design. It could be - which of the following designs would you buy?

	Number of people who answered
Coloured stripes	
Coloured dots	
Flowers	
Stars	
Animals	

**Q7. Is there anything else you would like to know about my idea?**

.....

.....

**Remember to thank every person for their time after they complete the survey!**

# 7. KEEPING TRACK OF THE FINANCES



All student companies are a branch of Young Enterprise. This means that there are specific rules and processes relating to finance for Young Enterprise companies to follow. These are covered in the **Operating Framework** included at the end of this guide.



## **Raising Start-Up Capital**

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The amount of start-up share capital a company can raise is a maximum of £500.

There are several ways that student companies can raise the money they need to get their business started. These include:

**Investors:** students can sell shares of the company to an investor this could be a Business Volunteer, teacher, friend or family member. That person then becomes a share-holder. Students will aim to pay back their investors when their company closes. Each student should own one share. The share price is set at £1, and the maximum share anyone can own is £25. Share certificates and vouchers can be downloaded from **YE Online**.

**Donors:** You can accept a donation from friends and family or local companies but only in specific circumstances. This includes covering the registration fee (if required), the cost of taking part in special events such as trade fairs and competitions. Students should ensure that all details are recorded in their financial records. The donor will also be interested in how the business is run but students are not required to pay back the donation.

**Launch Event:** Students can also run a launch event for their business to raise the money they need to start their business. They may want to charge people to attend the event to raise funds. Please note that student companies must not run gambling activities with the exception of raffles where tickets are sold exclusively within the school or college to comply with the legal rules set out in the **Operating Framework**.



## Opening a Bank Account

Young Enterprise companies can open a special bank account with HSBC UK. Instructions are available on **YE Online**. The finance team, with support from the Business Volunteer and/or teacher will need to help students to complete the application. It is recommended that the bank account is opened as soon as possible in order to effectively manage the students' finances.

## Paying your Registration Fee

Part of starting a business is paying initial costs related to insurance and support contracts. If you are in Northern Ireland or Scotland students will be required to pay a registration fee, the invoice is available to download from **YE Online**.

## Introduction to the YE Online Accounts Package

The Team Programme accounts package is available at **YE Online**. Money in (money received) and money out (money spent) should be recorded and the sales, profit, VAT and tax will be calculated automatically.



## Money In

Students will need to record all the money received by their business. This is shown as **money in** and will consist of money raised from selling shares, sales and other sources.



All money in can be recorded in the YE Online accounts package as income.

## Start-Up Capital

Once students have raised start-up capital including **selling shares to investors and funds** for the launch event, the Finance Team should enter the total amount of each sold, from the Record of Start-up capital into the accounts package as money in. Alternatively, the finance team may want to use a paper record to track progress (provided at the end of this chapter).

## Sales

Records should be kept at each sales event so students know how much stock they have sold and how much cash they have taken from their customers. For each event, they should complete a **Daily Record of Sales Form** (provided at the end of this chapter) to record which members of the team have sold which items. At the end of each sales event, the total should be added up and entered into the YE Online Accounts Package as Money In under the drop-down heading 'Sales'.

Students can also keep track of their online sales on YE Trading Station by logging in to their account and accessing the dashboard.

## Other Income

Occasionally, a Young Enterprise Team Programme company will receive money from another source that is neither start-up capital or sales. For example, if a company wins prize money in a competition. This should be entered into the Team Programme Accounts Package as Money In under the drop-down headings 'Prize or Other Income'.

## Money Out

Students will also need to record all the money spent by their business. This is called money out and will consist of wages, stock and expenses.



Money out should be recorded in the YE Online Accounts Package.

### Stock

Stock is the raw materials or products that are bought to sell on to customers. For example, it might be the materials bought in order to make cards or jewellery. When the student company buys stock, they should complete the **Stock Purchased Record** (found at the end of this chapter). This should be entered into the Team Programme Accounts Package as **money out** under the drop-down menu heading 'Stock'.

### Expenses

Expenses are costs that are incurred to run the company that do not change as you produce more products. For example, a fee to attend a trade fair will still have to be paid whether students produce and sell 5 or 500 products. Expenses should be entered into the Team Programme Accounts Package as money out under the drop-down menu heading 'Expenses.'



## Using the Bank Account

Students will need to keep a record of how much money they have in their bank account. They can do this by completing the **Bank Account Record** (found at the end of this chapter) whenever they pay money in or out of their bank account.

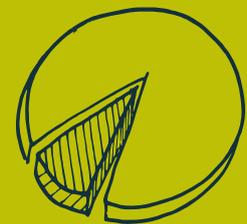
## Keeping Track of Profit

Providing students have kept the Team Programme Accounts Package up to date and have entered their figures in for Money In and Money Out, whenever they log onto YE Online they will be able to see, at a glance, the following key financial figures.

- ▶ Sales – The total value of all the sales made.
- ▶ Net Profit (or Loss) – The profit made by the company after costs and expenses have been paid.
- ▶ Profit after tax – the profit made after YE Tax and VAT have been paid.

## Young Enterprise Winding Up fee

When it is time to finish running the company, students will need to pay the winding up fee. This includes amounts equivalent to taxes which would have been payable to the authorities on winding up if the student company had been a standalone entity subject to normal tax rules.



See **Chapter 11** on closing down your Young Enterprise company for details of how the amount to be paid is auto-calculated and how to make this payment.

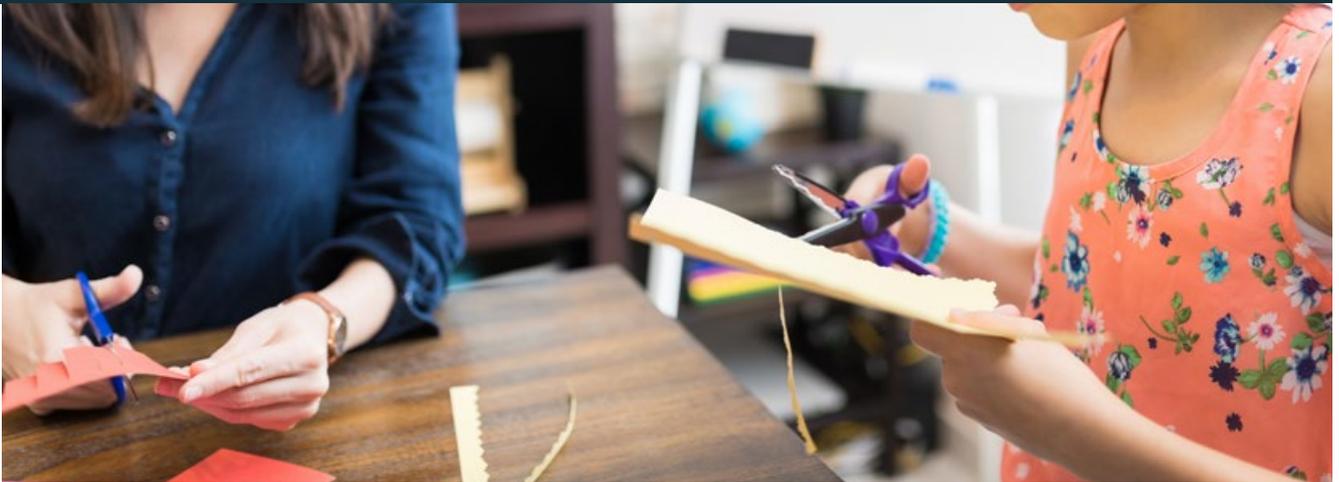








# 8. MAKING YOUR PRODUCT OR PROVIDING YOUR SERVICE



Now your students have chosen a product or service, they will need to make the product or service.

## Producing a Prototype

A prototype is an original or first model of something which is then used to develop the product further or copy. Students could carry out additional market research to find out what their customers think of their prototype and how it could be improved.

## Calculating the Cost of Making a Product

Once students have decided what to make and sell, they will need to work out how much it will cost to produce each item. It will be useful to contact a number of different suppliers to try to find the lowest price for each resource.

A student activity is provided at the end of this chapter to find out the cost of making a product.

## Quality Control



It is the job of the Production Team to make sure each product is produced to a high standard. They should check the quality of each product and reject any that are not up to standard. This will prevent the company from having items returned and disappointing its customers.

## Social Enterprise



Students may wish to consider if their company is a social enterprise (where it supports the environment or a local cause) or has an ethical principle which it has to uphold when it trades.

## Hints on Delivery

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- ▶ The concept of quality can be introduced by asking questions such as “would you buy a phone that doesn’t work?” or “how would you feel if a present you have bought for a friend fell apart?”
- ▶ You could bring in a selection of products of various quality e.g. cup cakes or greeting cards to introduce a discussion as to why quality is important to a business.
- ▶ You could ask your local Trading Standards Officer to come in a talk to your students. They will usually bring in a range of low quality, dangerous and counterfeit products for discussion.

## Opportunities for Differentiation

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- ▶ Create a practical grouping activity for students. Give students a range of broken/not broken items and ask them to group the items according to whether or not they are ‘good quality’ items.
- ▶ Some students could create a poster or a list indicating how the product produced is quality controlled. For example, if creating a bird feeder one quality-controlled aspect could be ensuring that the wood is sawed along a straight line.

## Questions to Recap Learning and Understanding

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Once this section has been completed, the following questions can be used or adapted to review learning and understanding.

1. What is a prototype?
2. Why do products need to be good quality?
3. What have you enjoyed?
4. What have you done well?
5. What could you do better?
6. How well are you working as a team?



# QUALITY CONTROL CHECKLIST

**Company Name** .....

**Product** .....



Check to make sure your product does or is what it is meant to be or do:

Is it the right size?	
Does it work properly?	
Is it safe to carry?	
Is it safe to use?	
Is it easy to use, does the customer need instructions?	
Is it safe for all ages, are any safety warning needed?	

# THE COST OF MAKING YOUR PRODUCT

**Company Name** .....



**Product** .....

Complete the table below to work out how much it will cost to make your product

Resources needed (E.g. 100 pieces of card)	Where the resources will come from (E.g. Amazon)	How much they will cost (E.g. £5)
<b>Total cost (£):</b>		

# 9. PROMOTING YOUR PRODUCT OR SERVICE

To be successful your students' company will need to promote its product or service. There are a number of ways students can promote their business including through posters, websites, adverts, school newsletters and word of mouth.



**Don't forget to enter the national Team Programme Advert Competition. Further details can be found on YE Online.**

## Hints on Delivery

- ▶ Build up a selection of adverts to use as a teaching resource so that your students can pick out what makes a good advert. Watching TV adverts on You Tube can also be helpful.
- ▶ Students could complete a task to decide what information they think would need to be included in a poster to advertise a party at school or college.

## Opportunities for Differentiation

- ▶ It may be appropriate for some students to view adverts and pick their favourite and least favourite and for others in the team to use a checklist to see which elements are included or missing from each advert.

## Questions to Recap Learning and Understanding

Once this section has been completed, the following questions can be used or adapted to review learning and understanding

1. What is promotion and why do we need it?
2. What methods of promotion could we use?
3. What information do we need to include in an advert?
4. What have you enjoyed?
5. What have you done well?
6. What could you do better?
7. How well are you working as a team?
8. What problems have we solved?



# WAYS TO PROMOTE YOUR BUSINESS

Promotion involves telling people about your product or service. There are many methods you could use to promote your business:

## POSTERS



## EMAIL



## WEBSITE



## ADVERTS



## SCHOOL NEWSLETTERS



## YE TRADING STATION



## WORD OF MOUTH



## OFFERING DISCOUNTS E.G. BUY ONE GET ONE FREE



## HOW WILL YOU PROMOTE YOUR BUSINESS?

As a group decide on the methods of promotion you will use to promote your business and reasons why you have selected each method:

(If you would prefer to draw your methods you can do this too)

Chosen method	Reason

# WRITING AN ADVERT

**Name** .....



Most businesses will create an advert to promote their products or services. There are many types of adverts. These include:

- ▶ Posters
- ▶ Magazines/newspapers
- ▶ TV
- ▶ Radio

Collect some adverts from newspapers and magazines. What type of information is included?

In adverts the following information is included...

## **CREATE A POSTER**

**You are going to create a poster to promote your business.**

**What information will you need to include?**

**In our poster we will include...**

**Design the poster to promote your business. You can draw this or use a computer.**

# 10. PLANNING FOR SELLING EVENTS



## Planning for Selling Events

If your students are planning to sell their products at a trade fair or a school event they will need to create a trade stand. A student activity is provided at the end of the chapter to guide the Events Team through the process of planning a trade stand.



### When your students set up their trade stand they should try to think about the following points.

- ▶ Make sure products are well presented to attract customers.
- ▶ Make sure prices are clearly displayed. Consider offering discounts for bulk purchases e.g. 3 for £10.
- ▶ Don't forget to bring a float – this is money that can be used to give change to customers.
- ▶ Keep a close eye on money and never leave the stand unattended.
- ▶ Keep a record of what is sold using the Daily Record of Sales Sheet included in **Chapter 7**.
- ▶ Be polite when speaking to customers
- ▶ Ask students to explain to customers who they are and tell them about the company.
- ▶ Wearing name badges and/or a uniform can help companies look really professional.
- ▶ Take some Customer Order Forms with you which can be downloaded from **YE Online**.

## Trade Fairs

The student company will be invited to take part in Young Enterprise Trade Fairs where they can sell products to the public alongside other YE companies and compete in local competitions. Your YE representative will let you know when these Trade Fairs are taking place.

A trip to a local craft fair or market would enable the students to see how other businesses display and sell their products.

- ▶ Practise setting up the trade stand, at school or college, in advance of trade fairs and event. The students could ask other staff or students for feedback to highlight what is good about their trade stand and what could be improved.
- ▶ Students could do a presentation to staff and parents to reflect on their experiences at events and Trade Fairs.

## Selling Online with YE Trading Station

YE Trading Station is a bespoke online sales platform solely for Young Enterprise student companies.

The platform will enable student companies to sell and promote their products and services online as well as take part in online trade fair competitions.

Students can register on YE Trading Station here:  
**[www.ye-tradingstation.org.uk](http://www.ye-tradingstation.org.uk)**



### Please note:

Students should register on YE Trading Station before they start selling any products so they can have their products approved by a YE Representative.



## Opportunities for Differentiation

- ▶ Cue communication devices with key phrases required for selling. For example "Please pay with cash."
- ▶ Support students to practise communicating with customers through role play in advance of trade fairs or events.

## Questions to Recap Learning and Understanding

Once this section has been completed, the following questions can be used or adapted to review learning and understanding.

1. Are you pleased with the layout of the trade stand?
2. What could you do to improve the layout of your trade stand?
3. How did your company get on at the trade fair?
4. What did you enjoy most about the trade fair?
5. What have you done well?
6. What could you do better?
7. How well are you working as a team?
8. What problems have you solved?



# PLANNING YOUR TRADE STAND

Name .....



**You will be selling your products or service at school or college events.**

You will need to plan your trade stand and think about how to display your products so they appeal to your customers. Find some pictures of trade stands from magazines or websites and cut and stick your favourite images below:

**Pictures of my favourite trade stands:**

What do you like about your favourite trade stand?

.....  
.....  
.....

List the items that you would like to have on your trade stand:

1. ....
2. ....
3. ....
4. ....

# MAKING YOUR TRADE STAND

Name .....

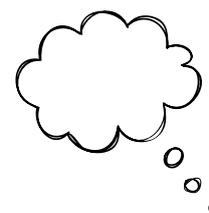


When you have decided what your trade stand will look like you can work out what is needed to make it.

Complete the table below to help you. Your teacher will be able to help you with this.

Resources (E.g. table cloth)	Where will we get it from? (E.g. Tesco)	How much it will cost? (E.g. £5)

## Time to Reflect



How happy are you with your trade fair stand?

Are there any improvements you could make?

What did you enjoy most about the trade fair or event you attended?

Did you experience any problems? How did you resolve them?

.....

.....

.....

.....

.....

.....

# 11. CLOSING DOWN YOUR YOUNG ENTERPRISE COMPANY

At the end of the Team Programme, your students will need to wind up their business by following this process.



## Winding Up the Company

Sell off remaining stock.

Pay any money owed to suppliers or creditors.

Collect debts from customers who owe money.

Make sure the Accounts Package on YE Online is fully up to date and all figures have been entered.

Pay the winding up fee.  
This will have been calculated automatically in the accounts package on YE Online.

Hold a celebration meeting inviting everyone who invested or donated in your team.

Repay any investors that bought shares at the beginning and decide whether they should receive a portion of the profits.

Decide what to do with the profit made by the company.

Students might want to consider the following:

- Funding a social event, outing or celebration event for all company members
- Using the profits to fund the YE Team Programme for the next cohort of students
- Making a donation to a charity

Close your bank account following the instructions on YE Online.





### Hints on Delivery

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- ▶ Encourage students to think about how to sell off stock e.g. by visiting a shop and asking for top tips on selling remaining stock.
- ▶ Ask students to put together a plan for their celebration meeting
- ▶ Explore the term 'profit' with hypothetical mathematical scenarios.

### Opportunities for Differentiation

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- ▶ Ask students to create a poll or voting system to choose what to do with the company profit.
- ▶ It might also be appropriate for some students to complete a matching activity to reinforce their understanding of roles such as 'suppliers', 'creditors' etc.

### Questions to Recap Learning and Understanding

---

1. Did you sell off all remaining stock?
2. Do you think your business was successful?
3. Did you make a profit?
4. How do you feel about the work you put into the business?



# 12. TEAM PROGRAMME SELF-REFLECTION AND EVALUATION

## Student Evaluations

An important part of the YE Team Programme experience is to support the students to reflect on what they have learnt, what skills they have gained and how this could help them in the future.

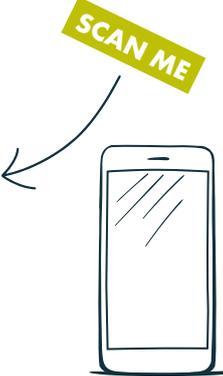
Students should complete a survey at the beginning of the programme and at the end of the programme.

**Students can complete their surveys online using the links below or by scanning the following QR codes on their phones.**

**Pre-survey:**

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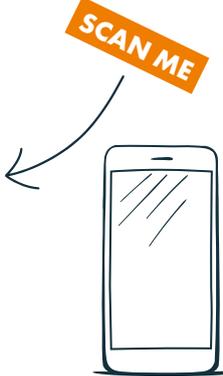
[www.smartsurvey.co.uk/s/TEAMPROGRAMME1/](http://www.smartsurvey.co.uk/s/TEAMPROGRAMME1/)



**Post-survey:**

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[www.smartsurvey.co.uk/s/TEAMPROGRAMME2/](http://www.smartsurvey.co.uk/s/TEAMPROGRAMME2/)



Alternatively students can complete hard copy surveys which are photocopyable and can be found at the end of this guide in the **Additional Resources** section. Please return completed forms to the following address:

**Young Enterprise Evaluation Team, The Coram Campus,  
41 Brunswick Square, London WC1N1AZ**





### Using the Skills Developed

Team Programme has been designed to support students in developing the skills required for employment and /or independent living. They will also have developed the skills that employers value most including communication, teamwork, problem solving, money management and work readiness.

### Celebrate Success!

An important part of the Young Enterprise Team Programme experience is that all students are given the opportunity to celebrate and reflect on what they have learned. You may be invited by your Young Enterprise representative to attend a local celebration event with other Young Enterprise companies from your area.



### Outstanding Individual Achievement Award

This award recognises the special achievement of Team Programme students. The award is made on an annual basis to the individual Team Programme student who has made the most progress and shown the most development through their participation in the programme.



Nominations should be made by the Educator/Teacher or Business Volunteer. Full details and a nomination form can be found on the competitions page on **YE Online**.

The overall winner of the Outstanding Individual Achievement Award will be chosen from the regional entries and that person, with an accompanying adult, will be invited to attend the National Company of the Year Competition which takes place in June or July each year.

# 13. ADDITIONAL RESOURCES



## YE Student Company Operating Framework

All YE Student Companies are, for the year of their operation, legally functioning as branches of Young Enterprise and the Operating Framework sets out the rules and processes you need to follow when setting up and running your YE Student Company.

This is to protect you and Young Enterprise from breaking UK laws governing companies and charities. This Operating Framework details legal requirements, types of student company, insurance cover, finances, product approval, online sales, charitable giving and winding up fees for ALL YE Student Companies.

More details are available at **YE Online**



## 1. Your Legal Obligations

### Legal status of Young Enterprise student companies

All Young Enterprise student companies are, for the year of their operation, functioning as **branches of Young Enterprise**.

### Check before naming your YE Student Company

When naming your Student Company, care needs to be taken to not directly or indirectly imitate, copy or trade using existing **company names, trademarks or copyrights**.

Before you finalise your Student Company name it is important that you check if anyone else has already registered that name and has the exclusive right to use it. By law, this prevents anyone using the same name or something which could be taken as imitating that name. They can take legal action against anyone who uses their brand/name without their permission. This is known as **Intellectual Property**.

Check that the name you are thinking of using hasn't already been registered by someone else by searching for existing registered marks at **[www.gov.uk/intellectual-property/trade-marks](http://www.gov.uk/intellectual-property/trade-marks)**

To find out more about **Intellectual Property** download an information sheet from YE Online and watch the Video



The name of your Student Company cannot include 'Ltd', 'Inc' or 'Company'. For legal matters the full name of your Student Company is your chosen **YE Student Company Name**, followed by the wording, **A Branch of Young Enterprise**.

### Include your student company name and YE registration details

Under the Companies Act 2006 a Company must show its name and YE's place of registration, registered number and registered office on all business stationery, hard copy (printed), electronic or any other form – including invoices, receipts, orders, official publications, websites, emails.

### Written contracts

Young Enterprise Student Company members signing written contracts entered into by the YE Student Company, must add the words "FOR AND ON BEHALF OF <YE STUDENT COMPANY NAME > A BRANCH OF YOUNG ENTERPRISE".

## 2. Choosing Your Type of Student Company

There are two different types of YE student company that you can run. Each of these business models has a slightly different legal structure and your choice will impact the decisions you make when setting up and running your student company.

### Commercial Enterprise

The primary goal of this type of student company is to make as much profit as possible for you and your shareholders. At the end of the Programme, you could decide to give some of the profits to charity, but this is not the main business purpose. The focus is on making money.



### Social Enterprise

The primary goal for this type of student company is to have a positive impact on a social or environmental issue. When you wind up your YE student company you will distribute a large proportion of your profits and assets to a good cause that fits with your original mission and purpose. The focus is on making a difference to society.

### 3. Your Insurance Cover

It is a **legal requirement** in the UK, when setting up a business, to make sure that your products and services are covered by **insurance** should something go wrong.

Young Enterprise has secured **Product and Public Liability Insurance for YE Student Companies**, up to £10,000,000. However, you **MUST** check that the product/service you are creating is covered by the insurance Young Enterprise provides for you and that you have received formal approval from YE.

The **Product Liability Insurance policy** includes the goods or services your YE Student Company sells or supplies but the insurance **DOES NOT INCLUDE** the sale, supply, manufacturing, reconditioning, modification, alteration, repair of:

- ✗ **alcohol** or **tobacco** products including the set up of events where alcohol or tobacco are being sold or served even if students are not directly involved in serving these products
- ✗ acting as **Travel Agents, Tour Operators** or **Taxi Services**
- ✗ running **gambling** activities with the exception of raffles where cloakroom tickets are sold exclusively within the school or college
- ✗ 'foodstuffs', including buying unbranded products for consumption, or those subject to refrigeration and special storage arrangements, or products with a sell by date under 3 months, or which would have reached the sell by date at time of sale. This includes plants for consumption. [The only exception where the Student Companies may deal with food is when the Student Company is being run as part of a recognised catering course and where insurance cover already exists. Food Hygiene is not a catering course. Written permission should be requested in advance from **programmes.support@y-e.org.uk** and must include evidence]
- ✗ 'goods for **animal consumption**
- ✗ **cosmetics** and beauty preparations including Henna products, face paints and essential oils

for topical application, other than the re sale of proprietary branded products, including soap, perfumes and bath salts; [Proprietary goods must remain in the original manufacturer's packaging, and be labelled clearly detailing the name & address of the manufacturer and the ingredient list]



- ✗ any product which has to be plugged into the **mains electricity supply**.
- ✗ goods for use as component parts in **aircraft control**
- ✗ the repair and maintenance **of mechanically propelled vehicles** and goods used within the repair and maintenance
- ✗ acids, gases including **helium balloons, explosives, fireworks, chemicals; drugs and pharmaceutical** products
- ✗ **fertilizers, crop/weed spraying** preparations, the manufacture, storage, filling, breaking down or transport of **explosive gases**

#### Also excluded

- ✗ operating with the U.S.A. or Canada, or any territory under their jurisdiction
- ✗ operating with any financially country **sanctioned by the UK**
- ✗ the cost or value of any product lost or damaged due to defects
- ✗ the direct or indirect costs of repair or replacement of any product
- ✗ losses resulting from damaged products designed by you or on your behalf and subsequently sold or transferred to some other party
- ✗ any liability assumed on behalf of Young Enterprise by means of an express agreement or contractual undertaking if such a liability would not otherwise have arisen.

**Please Note:**

- ▶ The policy does not cover the first £100 of any one claim and depending on specific circumstances this may be higher
- ▶ Business Volunteers and school/college leads should ensure that the Young Enterprise is advised when an accident occurs.
- ▶ There is **NO** personal accident cover on individual participants in the Programme and all members should be aware that this cover is up to the individual concerned, as indeed many schools have their own schemes available to the parents of students.
- ▶ Any group considering products or services that are not covered by the YE Insurance policy, can arrange their own insurance cover if desired. You must be able to demonstrate that the level of any cover established is at least equivalent to that provided via YE. You must send a copy of the policy to YE prior to commencing with the product/service.



## 4. Your Company Finances

Before you launch your product/service you will need to raise some money to get started. The rules you need to be aware of before you start this are as follows:



### ✓ Selling Shares

You can sell shares (to family, friends, in school/college or the public) to raise money to get you started. Each Student Company member must also hold at least 1 share each

#### Share Price

£1.00 per share



#### Maximum Share holding per person

£25.00 (i.e. 25 shares)

#### Maximum Share Capital per Student Company

Max number of shares you can sell is £500

Permission to exceed this limit must be applied for by **emailing programmes.support@y-e.org.uk**

### ✗ Grants and Donations

YE Student Companies may not accept financial support, grants or donations (e.g. from individuals, companies, educational establishments) to cover set up or ongoing running costs. Selling of a service as a trading transaction, such as advertising, to a company or organisation is acceptable but the amount

should be proportionate to the service provided and must be fully detailed in the Student Company records and reports.

- ✓ YE Student Companies may seek support to cover the cost of taking part in special events. Such support must be fully detailed in the Student Company records and reports.

### ✗ Loans

YE Student Companies may not obtain any further financial support including loans (e.g. from individuals, companies, educational establishments.)

### ✗ Crowd Funding

YE Student Companies may not engage in crowd funding.

### ✓ Cheques and payments in excess of £200

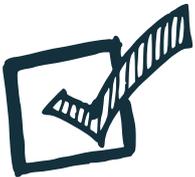
These must be countersigned by a Business Volunteer, or if no Business Volunteer is available, the teacher, who is automatically delegated by Young Enterprise to act on behalf of the Organisation.

## 5. Approving your Products and Services

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Before any Student Company can sell a product or service, that product or service must first be approved by Young Enterprise to ensure it adheres to the YE insurance policy. In order to submit a product or service for approval, you must register on YE Trading Station ([www.ye-tradingstation.org.uk](http://www.ye-tradingstation.org.uk)).

YE Trading Station is an online selling platform where you can promote and sell your product or service. Even if you do not intend to use YE Trading Station to sell your product or service, you will still need to register for an account in order to complete the product/service approval process.



In order to gain approval for a product or service, you will need to answer a series of questions and provide specific information about your product or service. Most of the questions will relate to the requirements set out in this Operating Framework.

Once you have submitted your product or service for approval, a Young Enterprise staff member will review your submission and let you know whether your product/service has been approved, whether further information is needed before approval can be granted, or whether your product/service does not satisfy the requirements and therefore cannot be approved.

When you receive confirmation that your product/service has been approved, you will be able to add it to your online Trading Station store.





## 6. Selling your Products/Services Online

- ▶ The only approved way for YE Student Companies to sell online and to ensure they are covered by YE's £10m insurance is through **YE Trading Station**. YE Trading Station allows student companies to create an online store to take orders for their products or service. YE Trading Station does not offer online payments – all payments for products and services will need to be made offline following provision of an invoice (e.g. bank transfers or cheque payments). YE Student Companies can use their own website to promote their product or service, but all orders should be directed through YE Trading Station.
- ▶ YE Student Companies are **not** permitted to use electronic payment platforms, such as PayPal or a card machine, or any other online sales platforms, including eBay or Amazon, that require individuals to be aged over 18 to register.
- ▶ If an individual over the age of 18 sets up an alternative sales platform or payment provision on behalf of the YE Student Company, then this person must be aware they will not be covered by YE insurance and that they are doing so **independently from YE** and that they **accept the obligations that they are undertaking as individuals** for any online sales or payment activity undertaken by the YE Student Company. They must be aware that **YE will not take responsibility for using alternative payment providers**. YE must be advised by the individual over the age of 18 that they are accepting the obligations by emailing **[programmes.support@y-e.org.uk](mailto:programmes.support@y-e.org.uk)** prior to trading.
- ▶ Student Companies must also ensure that they **do not** use a personal bank account to make and receive payments on behalf of their company. More information about setting up a bank account for your Student Company can be found on YE Online.





## 7. Your Charitable Giving

As a registered charity, Young Enterprise’s funds must legally only be used to further its own charitable objects. As branches of YE, Student Companies must also comply with this requirement and are not able to fundraise for another charity whose objects will differ from YE’s.

**Only after the end of the company year (after the point of winding up) are students free to keep, donate or reinvest any profits** that they have made. For example, teams could choose to donate to a good cause, or they could reinvest funds to the educational establishment to support future enterprise activity, or they could provide dividends to their shareholders.

However, the Student Company **cannot explicitly operate off its intent to give some or all of its profits to charity**. For example:

- ✗ teams should not state that a percentage of profits will go to charity in their sales and marketing activities or materials
- ✗ teams should not promote a specific named charity on their trade stand or in marketing materials, including online and via social media
- ✓ Social Enterprise teams can promote their general social aim

## 8. Your Winding Up Fees

By registering for the Young Enterprise Programme, Student Companies are agreeing to pay Winding Up Fees.

This is payable to Young Enterprise at the point the YE Student Company is winding up. It includes amounts equivalent to taxes which would have been payable to the authorities on winding up if the

Student Company had been a standalone entity subject to normal tax rules.

The YE Online finance package will automatically calculate the fees due and this can be paid through the online payment portal on YE Online



## Glossary of Key Business Terms

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**Advertising** – Reaching as many people as possible with the message of what your company is selling by producing promotional material, e.g. flyers, posters, etc

**Break even** - the point at which the money received in sales equals the money spent (costs), resulting in neither profit nor loss

**Business** – When products or services are exchanged for money.

**Capital** – The money used to start up the business

**Collate** – Gathering information and putting it into order

**Cost** – The price paid to buy or make a product or service

**Competitor** – A business which offers a similar product or service

**Customers** – The people who buy the products or service that the business sells.

**Department** – A specialist area in a business

**Display** – Presenting the product or service in an attractive way to encourage customers to buy.

**Entrepreneur** – someone who starts up a business

**Finance** – The money the company uses to run the business

**Float** – A small sum of money used to make payments or give change to customers

**Flyer** – A piece of marketing material handed out to customers

**Health and Safety** – Rules that make sure everyone is safe

**Innovative** – a new or different idea

**Investor** – Someone who lends money to a business

**Loan** – Money that is borrowed and must be returned at a later date

**Logo** – A recognizable symbol, used to identify a business

**Manager** – An individual who is in charge of a certain group of tasks

**Marketing** – A way to identify, target and appeal to customers

**Market Research** – Gathering information about what customers want

**Packaging** – A suitable container or wrapping for products.



**Pitch** – A presentation that attempts to persuade someone of something

**Point of sale** – The place where a sale is made

**Product** – Items a business makes to sell

**Profit** – The money made by the business after all the bills have been paid

**Prototype** – One product made as a test

**Receipt** – Written acknowledgment that money has been received

**Resources** – Anything used to make your business

**Quality** – The best standard of work which a customer will expect

**Sales** – Money received from selling a product

**Selling Price** – The amount of money you charge for your product

**Skill** – Being able to do something well

**Slogan** – A catchy jingle or phrase that sticks in your mind

**Specifications** – A detailed description of requirements, materials, dimensions etc

**Suppliers** – People the business buys materials from

**Target Market** – The group of people who your company is aiming for as customers

**Trade Fair** – An event organised by Young Enterprise for YE Companies to promote and sell their products to the public

**USP** – Unique Selling Point – The things that makes your company or product stand out from others and gives the customers a reason to buy



## Products or Service Ideas



### 1. You could make:

Activity travel tray	Coasters	Masks
Aprons	Cushions	Mirrors
Advent Calendars	Dish towels	Mobile phone holders
Badges	Door names	Mugs
Bags and purses	Door knockers	Napkin rings
Bandanas	Face masks	Notebooks
Beach bags	Fans	Paperweights
Bead jewellery	Finger puppets	Pencil holder
Bird boxes	Flags	Pencil cases
Book covers	Flowers	Personalised products
Book ends	Fridge magnets	Picture frames
Bookmarks	Greetings cards and tags	Pin cushions
Calendars	Handkerchiefs	Placemats
Candles	Hanging baskets	Potted plants
Card games	Hats	Puzzles
Children's books	Jars	Recipe books
Christmas crackers	Juggling balls	Scoobies
Christmas stockings	Key rings	Sewing boxes
Christmas decorations	Lawn ornaments	Stickers
Clocks	Letter racks	T-shirts – decorated

### 2. You can buy and re-sell:

Baskets of toiletries  
 Packs of stationary  
 Wrapped candles

### 3. You can offer a service:

Car washing  
 Concert  
 Disco  
 Sporting event

## Evaluation Forms

### Pre-survey

We want you to think about your skills before taking part in the Team programme. The questions below are about how you feel about different things. There are some faces showing different types of feelings. Please choose the one that comes closest to showing how you feel about each of the statements.



					
	Not good at all	Not very good	Okay	Good	Really good
I can work with people in a team					
I can listen to what others are saying					
I can present my ideas to new people					
When people talk to me, I try to understand other people's point of view					
I can solve problems					
I can think of new ideas					
I can manage money					
I can plan a budget					
I can provide examples of my skills to employers					

**Evaluation Forms**

**Post-survey**

Now think about your skills after taking part in the Team programme. The questions below are about how you feel about different things. There are some faces showing different types of feelings. Please choose the one that comes closest to showing how you feel about each of the statements.



					
	Not good at all	Not very good	Okay	Good	Really good
I can work with people in a team					
I can listen to what others are saying					
I can present my ideas to new people					
When people talk to me, I try to understand other people's point of view					
I can solve problems					
I can think of new ideas					
I can manage money					
I can plan a budget					
I can provide examples of my skills to employers					

Please turn over to complete

## Evaluation Forms

### Post-survey

Thinking about what you have taken away from the Team Programme, which of the following would you agree with? Tick all that apply.

I feel more confident in my abilities to run a business	
I feel more ready for the world of work	
I am more likely to keep trying when I find learning difficult	
Team Programme has helped me to identify my strengths and weaknesses	
I have been able to reflect on what skills I need to develop for the future	
I have gained confidence in myself	
Other (please specify) ..... ..... .....	

On a scale of 1 to 10 (where 1 = not at all likely, 10 = extremely likely) how likely are you to recommend Team Programme to a friend?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<input type="checkbox"/>									

YOUNG ENTERPRISE TEAM PROGRAMME

# CERTIFICATE OF ACHIEVEMENT

This is to certify that

.....

of

.....

Has developed the following employability skills:

Teamwork  
Communication  
Organisation  
Confidence  
Resilience  
Financial Literacy  
Problem Solving  
Initiative

And gained practical experience in running a business as a  
Director of a Young Enterprise student company



Sharon Davies  
Chief Executive

