



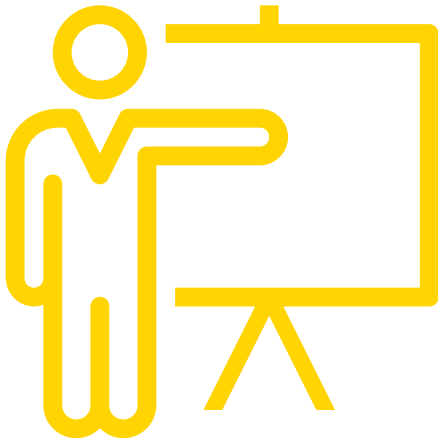
Business Report Guidelines

Junior/Intermediate Categories

Minimum 6 pages/Maximum 10 pages **content (excluding cover)**

+ max. 6 pages appendices

Introduction



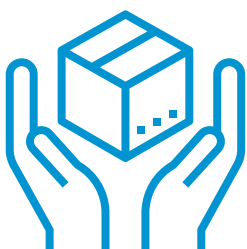
- Tell the judges quickly and clearly all the main points about your business. (Who you are, What you do, Where you make your product/supply your service, Why you began this business)
- Describe clearly what your product/service is.
- What is the Unique Selling Point (USP) of your business?
- Does your product/service solve any problem(s)?
- How many products have you sold in total and what is your total profit to date?

Your Team



- Introduce each member of your team and list what their role was in the company e.g. Managing Director, Production Manager, Marketing Manager, Financial Manager etc.
- Include small headshots if possible.
- Outline how you decided who would take on each role.
- What qualities/skills does each person bring to the business?

Your Product/Service



- Describe in more detail what your product/service is and how it was produced/supplied.
- Include an image of your product/service on this page. You can also include more pictures of the production process in your appendices.
- Did you consider any health/safety issues or think about any potential risks before you began?

Idea Generation

Where did your idea come from???

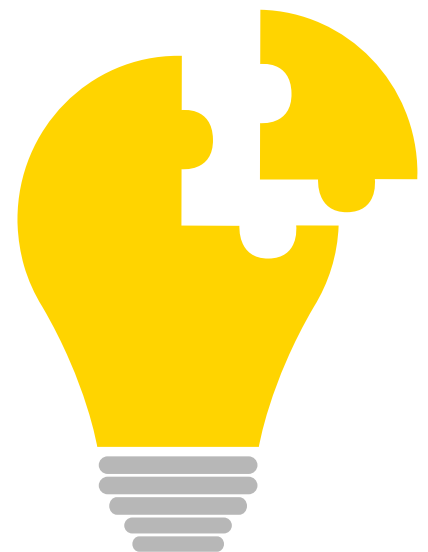
- How did you come up with your business idea?
- Did you do any particular idea generation or brainstorming exercises? Did you find these useful?
- Did you seek advice from anyone outside the school e.g. parents, family, friends, other business people when coming up with your idea?
- Were there any ideas that you decided not to pursue and why?
- Did you use any specific online resources when brainstorming?



Innovation

What did you do that was different?

- Is your product/service different from what is already on the market? If so, how?
- List all the ways you were innovative in running your business e.g. how you overcame problems and obstacles, how you used technology, how you worked as a team, how you promoted your product etc.
- Have you any future plans to be innovative with your business?



Market Research



- Who is your target market?
- What research did you do to find out if your target market would buy your product/service and how much they would pay for it?
- Include any graphs or charts in your appendices or as small images on this page.
- Did you research your competitors? How did you compare?
- Did you do all your market research within your school or did you go outside your school?
- Did you make any changes to your original plan after seeing the results of your market research? If you did, explain what changes you made.

Finances and Pricing €€€

- Where did you source your start-up capital from?
- How did you come up with your final selling price?
- How much did it cost you to produce each unit?
- What was your profit per unit?
- What was your overall profit?
- What financial records did you prepare as part of your student enterprise journey?
- Include small graph/chart on this page and refer to the full financials in your appendices.

1. Capital =		3. Cashflow Forecast	
		Cash IN =	
2. Final Accounts:	€	Cash OUT =	
SALES =		Net Cash =	
COSTS =		Opening Cash =	
PROFITS =		Closing Cash =	



Sales To Date

Give details of your total sales and profit to date



Marketing and Promotion

- How did you promote your product/service?
- What promotional method worked best and why?
- Did you promote your business outside your school? If so, how?
- Did you use social media to promote your business? What platforms did you use? What type of content did you post?
- Include pictures of any promotional materials such as posters, social posts etc. on this page and also in your appendices.

Intellectual Property



- Did you do any research to ensure that you did not infringe on the intellectual property (IP) of anyone else when you began your business?
- Explain how you did this research and what tools you used?
- Have you thought about protecting your business name with a Trade Mark Application?
- What did you learn about IP while running your mini-company?

Sustainability

- Did you consider the effect of running your business on the world around you and the environment? If so, how?
- Describe any ways that your business was sustainable e.g. -
- Was your choice of product/service environmentally friendly?
- Did you try and reduce the amount of waste material your business produced?
- Did you use recycled materials?
- Did you share your waste materials with any other student enterprises?



Lessons Learned

Outline what you learned and what skills you developed



What is the biggest lesson you learned while running your business?



What would you do differently?



What did you learn about being an entrepreneur?



How did you overcome challenges?



Did you enjoy being an entrepreneur?



Will you continue trading? If so, what are your future plans for the business?



What is the best advice you were given?

Appendices

