

**BUSINESS REPORT TEMPLATE**

# Introduction

* + - Name of your mini-company & outline your business idea

# Summary

Give a summary of your business including:

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

# Business Structure

In this section you should:

* + - Identify all the members of our team
		- Explain who did what roles in your mini-company
		- Include an organization chart

# Products / Services

In this section you should:

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

# Marketing/Promotion

In this section you should:

* + - Describe the customers you were targeting
		- Did these customers actually purchase the product/service?
		- Did you have to make adjustments to meet customer requirements?
		- What market research did you carry out? Include graphs of your findings.
		- Include your marketing plan in this section.
		- Who were your competitors?
		- How did you promote your mini-company?
		- Give examples of promotional materials used.
		- Did you use networking as a means of getting customers?

# Finance

* + - How did you finance the set up of your mini-company?
		- Have you included cash-flow forecasts?
		- Have you included details of your pricing?
		- Include a profit & loss account.
		- Include details of stock on hand, orders pre-paid.
		- Include pie charts or graphs in this section to demonstrate, for example, the level of sales achieved at different times and/or sales for different product lines.

# Review/Conclusion

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