People in our team:

Amiria, Harry, Humarie, Sam

Our enterprise idea - Description

Run a lucky dip stall

The name of our business:

Your Lucky Day Dipper

Materials we will need to buy	Other resources we will need
$2 lucky dip gifts	Scissors
Cellotape	Basket
Wrapping paper	Spare wrapping paper from home

Our market

Our customers are:

All the students in our school

What we believe our customers would pay:

$3.50

The packaging we think will appeal to our customers:

Brightly coloured paper

Do we need to do market research? If so, how?

Yes, we'll ask our classmates if they'd pay $3.50 for a lucky dip. (We won't mention they are $2 gifts)

Event details

Permission must be obtained from: The principle and BOT

By (date): Monday next week (9 Sept)

Where it will be held: Outside in the main courtyard

When (date, time, duration): 12 – 1:00pm, 24 and 25 Sept.

Weather considerations: In the school hall if it's wet.

Item e.g. BBQ sausage	Cost/unit e.g. $0.75	Sale price/ unit e.g. $1.50	Profit Difference between cost price and sale price e.g. $0.75	Target sales How many you hope to sell e.g. 100	Total expected profit Profit x targeted sales e.g. 0.75 x 10 = $75
Wrapped lucky dip gift	$2.10	$3.50	$1.40	75	75 x $1.40 = $105.00

Amount needed for start up costs: 75 x $2.10 = $157.50

Oppourtunity costs: We are giving up our choice time to wrap lucky dips, and two lunchtimes to run our stall

Suggested action plan	Who is responsible?
1. Finish proposal and get permission.	Amiria and Sam
2. Do our research and adjust our plan if necessary.	Humarie and Harry
3. Each ask a member of our whanau if we can borrow $40. Give them a copy of our business plan, signed loan agreement.	All of us
4. Arrange the two day fundraiser with the rest of the class	All of us
5. Make our advertising material.	Sam and Humarie
6. Buy gifts from the $2 shop	Harry and Amiria
7. Wrap gifts	All of us

Contingency plan

If we've got a few left: on the second day, 20 minutes before the end of lunchtime, reduce the price per lucky dip to @2.00 to mostly cover costs.

We will have a $10 float made up o $1 and 50C coins to get started. Sam will loan us this from his savings.

We won't give credit.

Marketing/advertising plan:

This is how we will advertise/promote our business:
Small signs around the school, in the school newsletter, a big sign at our dipper stall, word of mouth.

When: Have advertising ready to start on Monday 16.

Essential information: What we are fundraising for, where the money will go, what we are selling, what is the cost, people will get a super surprise with their lucky dip.

Cost: None. We are allowed to use poster paper from school. The newsletter is free

Other notes (consider customer rights)**:**

Need to check that our product matches our advertising and is true.
Have gifts marked girl or boy so customers are happy.
Make sure we buy safe gifts that are of good quality.