Your Challenge

Your challenge is to identify a new business opportunity and how this will benefit from supporting a local community need or good cause. Communicate your ideas in a written business plan extract and in a verbal presentation.

Work your way through the activity sheets and case studies as directed by your teacher.

Good luck!

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Business studies: The business environment and business ethics

Research Report

Anytown is a small town with a population of 40,000 people:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–9 years</td>
<td>12%</td>
<td>4,800</td>
</tr>
<tr>
<td>10-19</td>
<td>12%</td>
<td>4,800</td>
</tr>
<tr>
<td>20-34</td>
<td>20%</td>
<td>8,000</td>
</tr>
<tr>
<td>35-64</td>
<td>40%</td>
<td>16,000</td>
</tr>
<tr>
<td>65+</td>
<td>16%</td>
<td>6,400</td>
</tr>
</tbody>
</table>

The town is served by a train station with connections to major cities and is situated three miles from a motorway, with good links to the North and the South. As with much of the UK, Anytown has suffered in recent years due to the economic downturn. Average incomes are lower and unemployment is up, although they are still around average for the UK. The town has lost many shops from its central shopping district, including both chain stores and local independent traders. These include butchers, bakeries and other traditional stores, as well as shops selling clothes, jewellery, electrical goods and toys.

Some empty units have been taken over by charity shops and discount retailers, as well as several new coffee shops and cafes, but many still remain empty. The town includes several office units. There is an industrial estate with trade counters for plumbing and electrical items, a tool and equipment supplier, and a range of small manufacturers and engineering businesses. Again, several units are currently empty. There are no facilities for workers on the industrial estate.
Research Report – continued

Town facilities include:
• two parks/public playing fields
• two youth clubs
• football and rugby clubs, each with junior and youth teams
• a leisure centre, with a pool, gym and inside/outside tennis courts
• a range of other sports clubs, including squash, hockey, 5-a-side football, netball and basketball
• a nearby river and wetlands reserve, managed by volunteers
• local art groups, musical theatre and amateur dramatic societies
• local charities that:
  - provide support for elderly residents
  - care for and rehome unwanted dogs and cats
  - maintain a free-to-use holiday home for children with severe illnesses
  - promote environmental awareness and energy saving.

A recent residents’ survey highlighted a demand for:
• more facilities and activities for young people aged 9–18
• a return of more ‘traditional’ shops to the town
• value-for-money shops, not just trendy or upmarket ventures
• facilities that will encourage more people aged 20–30s to use the town.
Town Map

Key
- Residential
- Industrial estate
- Office block
- Retail
- Leisure
- Empty unit
- Public/community building
- Park/Field
- Wetlands
- Station

Business studies: The business environment and business ethics
Student Activity Sheet: Town Map

Key
- Residential
- Industrial estate
- Office block
- Leisure units including cafes, coffee shops, bars/restaurants
- Station
- Park/Field
- Community buildings including sports centre and library

Retail units, for example:
- Discount stores x 3
- Charity shops x 5
- Clothes shops x 3
- A small independent department store
- Bookshop
- Furniture shops x 2
- Dentist
- Chemist x 2
- Opticians
- Phone shops x 4
- Pasty shop
- Supermarkets x 2
- Shoe shops x 2
- Hardware store
Challenge Guide

Your challenge
Identify a new business opportunity and show how it will benefit from supporting a local community need or good cause. Communicate your ideas in a written business plan extract and a verbal presentation.

Key Tasks

1. Carefully read the Research Report and explore the Town Map. What can they tell you about opportunities for businesses in this town?

2. Identify your business opportunity and how it will support the community.

3. Write your business plan extract. Your teacher will tell you how much detail you should include. Use as much information as you can from the Research Report and Town Map.

Business Plan Extracts

<table>
<thead>
<tr>
<th>Executive Summary</th>
<th>Outline your new business.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Customers</td>
<td>Describe the customer group(s) for your business, based on your analysis of the Research Report and Town Map.</td>
</tr>
<tr>
<td>Products or Services</td>
<td>Explain what products or services you will create or provide.</td>
</tr>
<tr>
<td>Marketing Activities</td>
<td>Briefly list the marketing activities that will promote your business to your target customers.</td>
</tr>
<tr>
<td>Corporate Social Responsibility</td>
<td>Describe the community group you will support and your rationale for supporting it. Describe what your business will do to help this group. List your expected outcomes for the community group. Describe the expected business impact and benefit for your business.</td>
</tr>
</tbody>
</table>
4 Present your ideas

Your teacher will tell you how much time you have to prepare and present, and whether you need to prepare any supporting materials.

- Explain your business idea. Justify your choice using information about the town.
- Explain your community involvement idea. Explain how your chosen community group will benefit, and the impact you expect this to have on your business.

Key words:

Business ethics  Customers
Market  Social Enterprise  Community involvement
Business plan  Corporate Social Responsibility (CSR)
The business environment  Marketing strategy
Stakeholders  Entrepreneur
Social Entrepreneur  Business opportunity
## Business Plan Extract

### Executive Summary:
Describe and outline the nature of your business.

### Target Customers:
Describe the people who will buy your products or service. If you have more than one target customer group, describe each one.

### Products or Services:
Describe the main products or services your business will provide, including their unique features and benefits.

### Marketing Activities:
Describe each marketing activity you will undertake to reach your target customer group(s) and convince them to buy from your business. Briefly explain how each activity will contribute to building your sales.
Business Plan Extract – continued

Corporate Social Responsibility:

Chosen community group:

Rationale for supporting this group:

How your business will help this group:

Expected benefits for the community group:

Expected benefits for your business:
We know that people are finding it harder than ever to get their 5-a-day. According to the latest National Diet and Nutrition Survey, less than one third of adults and only one in 10 older children meet the 5-a-day recommendation. That’s why we have launched Free Fruit Fridays. We want to help reinvigorate ‘5-a-day’ and encourage long-term healthy habits.

We’re going to be asking health and family experts, such as the British Nutrition Foundation, as well as our customers and our employees, for their ideas on how we can help encourage millions more kids to choose – and keep choosing – fruit. We hope that the fun experience of Free Fruit Fridays at McDonald’s will help get millions more kids on their way to 5-a-day, without costing their parents any extra.
McDonald’s Case Study: Planet Champions

- Over 1,000 McDonald’s employees volunteer as Planet Champions, finding ways to save energy, increase recycling and reduce litter every day.
- Across all of our restaurants, the small changes that our employees have made are paying off.
- Since 2007 we’ve reduced the amount of energy we use per customer by over 22%, which is the equivalent to a saving of over 60,000 tonnes of CO₂ per year.

Amy McDyre is a McDonald’s Planet Champion – one of over 1,200 employees across the UK who help to raise awareness of ways to be more environmentally friendly and to try new ideas to improve things even more.

‘I became a Planet Champion because I wanted to make a difference,’ says Amy, ‘but the best thing was seeing that our customers – even the younger ones – cared about the environment too.’

Amy suggested fitting internal light sensors in the group of 10 restaurants that she works with as part of her day job as a communications officer.

These lights switch off automatically when they’re not needed, saving energy.

This isn’t the only change that Amy has helped to make.

‘I became interested in working out how we could save water, so I asked our local councils to help us to reduce each flush cycle in our toilets by 1 litre, through installing special ‘save 1 litre’ bags in the cisterns.’

There are now Planet Champions in each of the restaurants that Amy works with.

‘There is a little bit of friendly competition between us now! We all want to suggest new ideas but we help each other too. It’s a great feeling to know that we can help the environment just by doing our job.’
McDonald’s Case Study: Football

National Grassroots Football Partnerships

• Over ten years ago, we took the decision to **invest** the majority of our **UK sponsorship funds** into **football** and, crucially, into the **grassroots** of the game.

• We wanted to **invest back** into and **support** the **unsung heroes** who make the game happen, attracting more people to **play a part** in the game and **developing** the coaching **skills** of tens of thousands.

• The **main focus** of the McDonald’s **grassroots football partnership** is to help **develop** coaches.

The adults who have taken part tell us they now enjoy increased self-esteem, confidence and communication skills, as well as organisational, planning and problem-solving skills.

Taking part has also helped the children and young people playing the game. Younger children show increased confidence, communication and interpersonal skills, whilst older children are reported as exhibiting increased motivation, improved attitudes and behaviour, and a growing sense of personal responsibility.
McDonald’s Case Study: **Football** – continued

4 COMMUNITY PARTNERSHIPS
10 years of teamwork

397 clubs
In Scotland have achieved Scottish FA Quality Mark status since 2006

700+
New qualified coaches were created by McDonald’s and the Irish FA

12,000+
"After school" football clubs were established in Wales between 2002 and 2006

400,000
Volunteers supported in the UK since 2001

1,000+
Number of clubs twinned with 784 McDonald’s restaurants
McDonald’s Case Study: Football – continued

65%
Increase in children participating in at least two hours of sport per week between 2002 and 2010

**COACHING FACTS**

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Level 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>56,000</td>
<td>14,730</td>
</tr>
</tbody>
</table>

Coaches qualified at FA Charter Standard Clubs in England

12,000+
Coaches across Scotland, Wales and Northern Ireland over a year take equivalent courses

74%
73% rise since 2001

Children’s and youth teams at FA Charter Standard Clubs have a qualified Level 1 coach

10,000
coaches
Since 2006 have achieved further footballing qualifications thanks to support from McDonald’s

**PLAYER STATS**

19%
Increase in participation numbers for mini soccer teams since 2008

7%↑
Increase in male youth teams respectively

**GIRLS ON THE UP**

Increase in girls’ participation in football across the UK

- England: 15%
- Scotland: 97%
- Wales: 27%
- Northern Ireland: 53%