

Law Ting Pong Secondary School



Empowering Young Entrepreneurs Programme (EYE Programme)

Learning Passport

Student's Name: _____

Introduction:

This EYE programme is an activity-based extended entrepreneurship programme with collaborative learning of BAFS, Economics, D&T, ICT and Visual Arts. Through hands-on learning activities e.g. group discussion, planning and product selling, you will learn progressively the basics of entrepreneurship and acquire the most important 4C skills, critical thinking, creative thinking, communicating, and collaborating, of the 21st century as well as build up your confidence for the future.

Your business has a purpose to serve the needs of society, therefore all profit from your company will be donated to a beneficiary which help and support the teenage group.

Number of groups:

- Two groups
- Each group has seven to ten students from various elective subjects

Task:

You are going to form a company and design some products to sell in a Charity Sales Activity. After designing your products, all LTPSS students will have a vote to select the best product from two different groups. If your group receive the Best Product Award, you will win \$3,000 from the school for producing and selling your products in a Charity Sale Activity. The \$3,000 will be reimbursed upon the presentation of original receipts. After the Charity Sale, all revenue must be returned to school and the profit will be donated to a charity.

Learning Targets:

This programme allows students to

- develop leadership, communication, problem solving, team work and socialization skills
- build confidence and resilience when forming the business
- acquire business, design, marketing, and financial management skills
- have an entrepreneur experience and skills

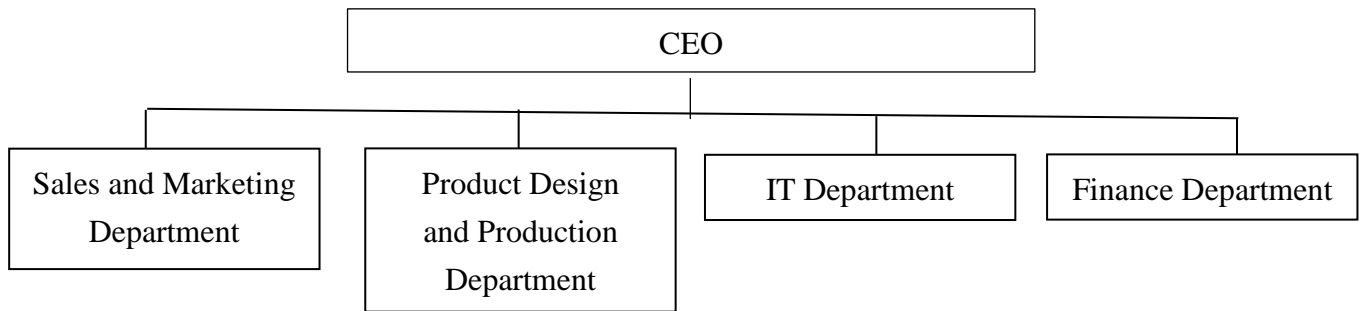
Timeline:

This programme will start from June to July (a post-exam activity). You are required to meet the teacher advisors twice a week from 8:30am to 10:30am.

Dates of meeting: Every Thursday and Friday

Charity Sale Day: To be confirmed

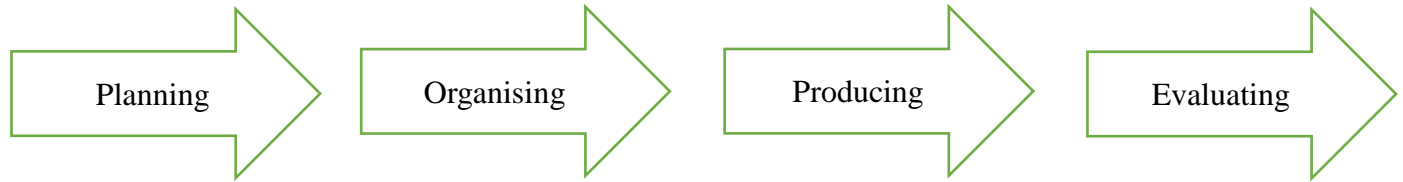
Organisation Chart of your Company:



Jobs and Responsibilities of each department:

Sales and Marketing Department	Product Design and Production Department	IT Department	Finance Department
Responsibilities: - Develop marketing strategies - Create sales that satisfy organisational objectives	Responsibilities: - Manage and control the resources used in the production - Design an effective production process - Design and produce quality products	Responsibilities: - Assist other departments by providing them the functionality they need in IT.	Responsibilities: - Plan, allocate and control the financial resources
Jobs: - Conduct market researches (Business Management and Economics students) - Make a proposal (Business Management and Economics students) - Formulate the marketing mix strategies (Business Management and Economics students)	Jobs: - Design and produce quality products (VA and D&T students) - Purchase and control all materials used in the production (VA and D&T students)	Jobs: - Design and produce online surveys (ICT students) - Consolidate the survey result (ICT students) - Design and produce promotional materials (ICT students)	Jobs: - Prepare a budget and income statement (Accounting students) - Keep record of business transactions (Accounting students) - Work with other departments to manage the finance (Accounting students)

Entrepreneurial Journal:



- Elect Board of Directors and management team
- Design a company name and company logo
- Choose a beneficiary organisation
- Design the products
- Search for suppliers
- Make a proposal
- Prepare a budget

- Produce the products
- Design online surveys
- Design promotional materials
- Record the business transactions
- Design the booth

- Produce online surveys
- Produce promotional materials
- Promote the products
- Decorate the booth and sell the products
- Record the business transactions
- Prepare an income Statement

- Prepare an evaluation report
- Consolidate the survey result

Enjoy

Task 1 Forming a Company

Task Description:

You are going form a business and design a company name, company logo, company vision and organisation chart for your business.

Planning			
Company Name: _____			
Company Vision: _____ _____			
Company logo			
Organisation chart:			
<div style="border: 1px solid black; width: 40%; margin: 0 auto; padding: 5px; text-align: center;">CEO _____</div>			
<div style="border: 1px solid black; width: 100%; padding: 5px; text-align: center;">Sales and Marketing Director _____</div>	<div style="border: 1px solid black; width: 100%; padding: 5px; text-align: center;">Product Design and Production Director _____</div>	<div style="border: 1px solid black; width: 100%; padding: 5px; text-align: center;">IT Director _____</div>	<div style="border: 1px solid black; width: 100%; padding: 5px; text-align: center;">Finance Director _____</div>
<div style="border: 1px solid black; width: 100%; padding: 5px;">Staff: _____ _____ _____ _____ _____</div>	<div style="border: 1px solid black; width: 100%; padding: 5px;">Staff: _____ _____ _____ _____ _____</div>	<div style="border: 1px solid black; width: 100%; padding: 5px;">Staff: _____ _____ _____ _____ _____</div>	<div style="border: 1px solid black; width: 100%; padding: 5px;">Staff: _____ _____ _____ _____ _____</div>

Task 2 Product Design

Task Description:

You are going to design some products and sell them in the Charity Sale Activity.

Planning

1) What products are you going to sell?

2) Why do you choose this products?

3) Draw the design of your products.

3) Who will make the products? If the products are made from a manufacturer, please provide two quotations. If the products are made by yourself, list all materials and costs concerned.

Quotations (The products are made or purchased by a company)

	Company Name	Contact Phone Number	Products	Price
1)				
2)				

Costs and materials (The products are made by yourself)

Material	Cost	Suppliers' Information
		Name: _____ Phone Number: _____
		Name: _____ Phone Number: _____
		Name: _____ Phone Number: _____
		Name: _____ Phone Number: _____

Task 4 Promotional Activity

Task Description:

You are going to design your promotional material, such as a video, leaflet and poster, and promote your products during the class teacher periods.

Planning

1) Describe your promotion strategies.

Complete the design of your promotional materials in the space below.

Task 5 Online Voting Form

Task Description:

You are going to design an on-line voting form to LTPSS students for voting the best product from two different groups.

Planning

Design an online voting form - vote for the best product

Opening: _____

Questions:

Ending: _____

Task 6 Proposal (For the Winning Group only)

Task Description:

You are going to make a proposal for the Charity Sale Activity.

Planning

Proposal

Company Name: _____

Activity: _____

Objective: _____

Target customers: _____

Marketing Mix Strategy:

Product	_____ _____ _____ _____
Price	_____ _____ _____ _____
Place	_____ _____ _____ _____
Promotion	_____ _____ _____ _____

Task 7 Booth Design (For the Winning Group Only)

Task Description

You are going to draw the layout and design your booth.

Planning

1) Draw the Layout and design of your booth

2) What materials will you use to decorate the booth?

3) List all expenses of your booth

Material	Cost

Task 8: Choosing of a Beneficiary Organization (For Winning Group Only)

Task Description:

You are going to choose a beneficiary organization for your donation. Before deciding a beneficiary organisation, you are required to read the school policy and check-list for fund-raising activities.

Planning

1) Chose a beneficiary organisation of your donation.

2) Find the information of the beneficiary organisation stated in Question(1).

Company background	
Vision	
Beneficiary parties	

3) State the reasons of choosing the beneficiary organisation stated in Question (1).

Task 9 Pricing Strategies (For Winning Group Only)

Task Description:

You are going to set the price and profit margin of your products.

Planning

1) List all the costs of your products

Item	Cost

2) How much will you sell for your products?

Product	Cost	Profit Margin	Selling Price

3) Estimate your expected profit

Product	Expected Sales Volume	Selling Price	Cost	Expected Profit

Task 10 Bookkeeping (For the Winning Group Only)

Task Description:

You are going to sell your products in a Charity Sales Activity. You must record all business transactions in a book.

Organsising/Producing

Bookkeeping		
Invoice Date	Detail	Amount

Recorded by _____
 Signature: _____
 Date: _____

Task 11 Financial Report (For the Winning Group Only)

Task Description:

You are going to prepare an income statement for the Charity Sale Activity.

Producing

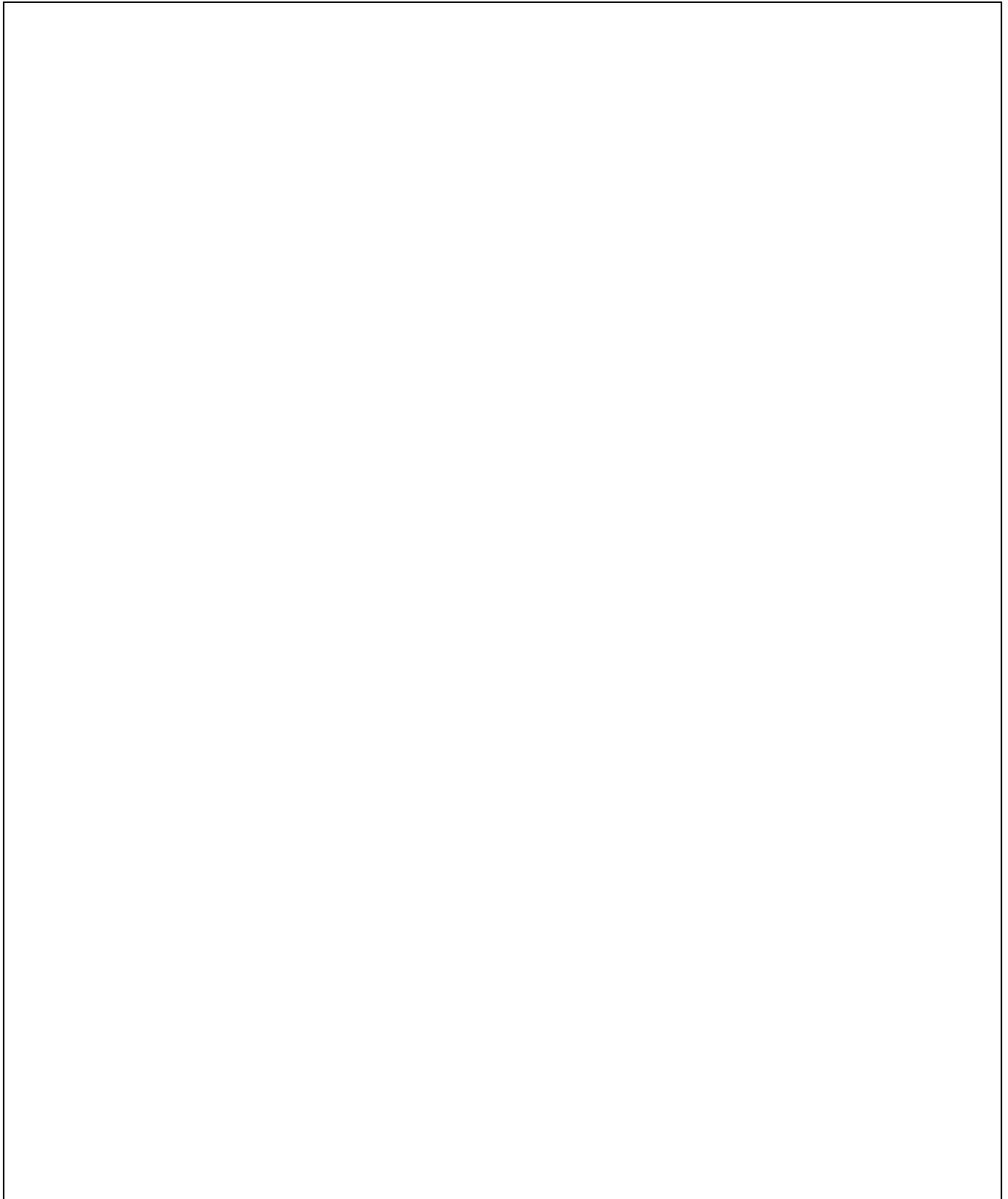
	_____ Company		
	Income Statement for the year ended <u>(Date)</u>		
	\$	\$	\$
Sales			
Cost of goods sold			
Gross Profit / Gross Loss			
Other revenue			
Expenses			
Net Profit / Net Loss			

Task 12 Final Products and Charity Sales Activity (For the Winning Group Only)

Task Description:

You are required to take photos of the Charity Sale Activity and stick the photos on the space below.

Producing

A large, empty rectangular box with a thin black border, intended for students to paste their photos of the charity sale activity. The box occupies most of the page below the instructions.

Task 13 Evaluation (For the winning group)

Task Description

1) You are going to write an evaluation report about the strengths and weaknesses of your company.

Evaluating

Evaluation Report

2) Identify the strengths and weaknesses of your company

Strengths	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Weaknesses	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

3) Identify the improvement that need to make in your company.

3) Did the expected profit meet the actual profit and why? (For the winning group only)

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