

## What is Enterprise?

It could be that you have been described as 'enterprising'. Maybe you know what that means - perhaps not. Here is a story about two girls that could be described as 'enterprising'.



### Task 1

#### How would you define enterprise?

Beth and Casey are two S2 pupils. Last year, when they were in S1, the girls decided that they wanted to raise some money to donate to their favourite charity The Cat Protection League.

The girls spoke to their families. They wanted to gather some ideas on how to raise funds.

After considering various suggestions, the girls settled on an idea Beth's mum had. She knew of a company specialising in tea towels with personal photographs printed on them. Although this was quite expensive if you only wanted to buy one tea towel, the company had a deal where they were prepared to supply 50 tea towels for £150 – in other words £3 per tea towel.



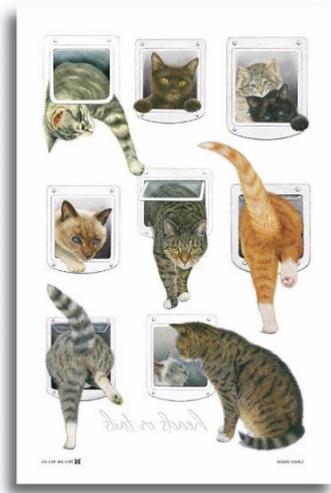
Beth and Casey made posters on Beth's mum's computer advertising the tea towels for £4 each. The girls' timing was great – October – just when people are thinking about starting to buy Christmas gifts. What better gift for Granny than a tea towel with a picture of her beloved grandchildren on it?

The posters were displayed in the girls' school. They were also allowed to pin a poster up in the porch of their local church and several local shops allowed them to display posters in their windows.

The girls were staggered to receive orders for 94 tea towels by the deadline of 15 November. They ordered 100 tea towels – and managed to negotiate a deal of £2.75 per tea towel since their order was twice as many as first agreed.

So what happened to the last 6 tea towels? As doting cat-owners, the girls took pictures of their pets to be featured on the tea towels. The girls held a raffle with the pet tea towels as prizes. They sold 52 raffle tickets at 50 pence each.

The girls were delighted with the results of their enterprise – and the letter they received from the Cat Protection League confirmed that their fummy friends were very happy too!



## Task 2

Beth and Casey were lucky because they were not charged for advertising or for the printing of the posters.

Calculate how much Beth and Casey raised for the charity.

## Task 3

Suppose Beth and Casey paid for advertising and printing. Imagine they were charged £1.20 for displaying each poster and 40 pence for printing each poster. Say the girls printed and displayed 12 posters.

Calculate how much Beth and Casey would have raised for the charity (take the advertising costs away from the figure calculated in Task 2).

**TOP TIP** - Being enterprising is really just being bold with your thinking

Beth and Casey's enterprise involved raising money for a charity. They asked various people for opinions on what might be popular and successful. This is called research.

Although the girls carried out the enterprise to raise money for The Cat Protection League, raising funds for charity is not only reason to be enterprising. Many people have started their businesses being enterprising, so being self employed and possibly creating jobs for others also.

#### Task 4

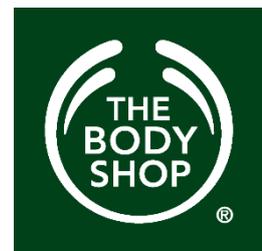
Make a list of other items that could be personalised with a photograph.

#### Task 5

Make a list of other ways Beth and Casey could have advertised their tea towels.

#### Strange Fact

The Body Shop is known worldwide and is an extremely successful business. It is recognised very easily by its dark green shop fronts and painted interior. This is thought of as most enterprising as the company is concerned with green issues such as recycling packaging.



However, the truth is that there was a problem with damp in the company's first shop and dark green was the only colour that would cover it up

#### Task 6

Why is the colour green associated with The Body Shop?

#### Enterprise in our lives

Every day we all make decisions. In a sense, we can see these decisions as examples of enterprise. If, for example, three school friends all want to buy a baguette for lunch, they may find they can benefit from a '3 for 2 deal' meaning they can all save money.



The same three friends might decide to spend half of their lunchtime picking up litter around their school, so improving the reputation of the school locally.



Both are examples of being enterprising.