

'100 Trees'

Clifford Holroyde Specialist SEN College Xmas Tree Sale 2018

This year will see Our school's first ever Christmas Tree Sale. Students have designed, produced and will deliver a school based business model to sell 100 Christmas trees to our local residents, neighbours and supporters.

Our project was developed with some key objectives:

- Year 10 & 11 students can experience what it takes to start a business from scratch, whilst providing other learning opportunities for younger students.
- Understand the possibilities of entrepreneurial thinking.
- Be engaged in a community project raising funds for student activities.
- Learn how to become self-sufficient.

Over 4 days in December each year, we will open a Christmas tree market, aiming to become the go-to place for our local residents, evolving as their new Christmas tradition supporting a local good cause.

Over three months, students will design, build and deliver the business model. Supported by staff they will consider stock, branding, marketing and sales.

Some of the activities our students have researched and taken part in are:

- Business planning-SWOT Analysis
- Identify business roles
- Understanding suppliers
- Financial projections
- Branding
- Social media
- Point of Sale materials
- Logistics-Shelter-Lighting
- Financial projections
- Marketing
- Sourcing and purchasing stock
- Staff Rotas

So far our project has been a resounding success with the enthusiasm of the students and the motivation of the whole school staff. We have had tremendous support from our local residents and would like to mention in particular the remarkable support of our corporate supporters, local and national businesses.

Thank you.

