

REFLEX

A large, bold, black letter 'R' with a slightly pixelated or blocky appearance, serving as a logo or initial for the school.

School:- Bow School of Mathematics and Computing

Link teacher:- Mr. Thomas Evans

Business adviser:- Mr. Jared Pearl, BP

YE area code:- L0509

"Interim accountants are displayed"

Reflex - One name. One legend.

Contents

	page
Managing Director's Report	3
Financial Analysis	4
Sales Strategy Report	5
Marketing Report	6
What Next?	7

Managing Director's Report

Hello, I'm Safwan and I'm here to talk to you all about being managing director of our Young Enterprise company, Reflex.

As managing director of a small enterprise company, I think that this is a great opportunity to learn about business outside of school in the real world. I think that over the past few months, my co-manager and I have learnt so much about leadership and organisation. We have learnt these skills through experience and making mistakes.

In the beginning, we got off to a really slow start. We had few ideas and nothing got done. But as we went on, we learnt that to achieve, we had to put in some work of our own.

Everyone thinks that being the managing director or being the boss is fun and you can boss everyone around and not do anything yourself. This is not true. Yes, we organise everyone and sometimes can be a bit bossy, but this is only so things get done fast and to a high standard.

Bossing about seems easy, not everyone will pay attention to you and listen. This is why it was difficult for us to learn to respect each other and co-operate.

So far we have done quite well in our ideas and marketing. We have made a decent profit and have also gained the trust and respect of many fellow students. We have also gained a few loyal customers who keep coming back for more.

In the near future we hope to carry on our business in the same market, but still improve on our marketing tactics.

Everyone at our company expects us to fail miserably, but I'm going to show them that with hard work, effort and determination, we can succeed.

Financial Analysis

Forecast of trading: Profit and Loss Account

Profits and Loss		
For the period ended 16-03-11		
Current Rate Of Corporation Tax	10%	
	£	£
Sale		90.02
Purchase	43.1	
Production Wages	0	
Closing Stock	28.15	
Cost of Sales		14.95
Gross Profit		75.07
Salaries, Commissions and Bonuses	0	
Stationery	0	
Rent and Hire	0	
Miscellaneous Expenditure	0	
Registration fee	0	
Total Expenses		0
Gross Profit Total Expenses		75.07
Operating Profit (or loss)		
Miscellaneous income		0
Net Profit (or loss)		75.07
Net Profit Brought Down		75.07
LESS Corporation Tax Payable to YE		7.507
Profit after Tax		67.563

Checked by link teacher: Thomas Evans

Sales Strategy Report

Idea 1: Valentine's Day Cards

We did not have many ideas so we set out with the idea of Valentine's Day cards. The idea came from Shihab Ahmed, a gifted and talented artist who made the cards in the art department along with Mustafa Hussein who helped him. We sold the cards for £2-£10 and we achieved a lot because in the end our revenue was over £60.

This was just the start...

Idea 2: Stationery Selling

This idea was decided on by the group because our school has a new policy about equipment. So we sell for a cheap price but get a lot of profit; an amazing idea as we get over six pounds daily sometimes over twenty pounds.

Our stock provider buys 30 pens for £1 and we sell for up to 50p per pen, though usually for 30p. Through young enterprise, we have learnt to open our ears, eyes and mouths, to stand our ground and talk formally to one another to get our points across. We will be trying new ideas in future and we have learnt to speak our minds and to be independent learners without the teachers help. We have done things responsibly, gained teachers' trust all around the school and been treated like young adults. We respect our customers and they respect us. More importantly, we have self respect. THANK YOU YOUNG ENTERPRISE IT HAS BEEN A GREAT OPPORTUNITY AND A GREAT EXPERIENCE. WE HAVE LEARNT A LOT.

Marketing Report

There are many ways that as a company we can advertise ourselves, such as posters and leaflets. On the posters we could give some information about the things that we are selling. We would stick these around the school so that everyone can see them. Also, we could make some leaflets and hand them out to teachers so, during registration in the morning, they can discuss it with the pupils, and then the pupils will talk about it to their friends, and then our company will be well known throughout the school. In our school we have a regular announcement called Good Morning Bow. This is when a teacher or student makes an announcement or maybe talks about social or life skills. If we could maybe get a period of time on there, we could speak about the things that our company does, like stationery shop or announce the things that we are going to sell in the future.

What Next?

Also, we have future ideas: we want to try and develop partnerships within the school. We will buy geometry sets from our maths department for 70 pence each and sell them for £1.00. Many students do not have full equipment so we will do a four for £1.00 deal on the equipment they need:

- Ruler
- Rubber
- Pencil
- Sharpener
- Other geometry essentials.

Many GCSE students will plan on buying these, as they want to get the best grades possible. They need to be ready to learn and to be ready to learn, the right tools and equipment are vital to their education.

We will start selling food that meets the school's healthy eating policy. For example, the milkshake Yazoo, Capri-Sun, doughnuts, biscuits and other light snacks which do not contain much fat or sugar. We will also get revision books for an extremely cheap price (from 50p-£2.00) and will sell from £2.00-£2.50. In my opinion Reflex has gone well and is fun and an exciting experience. We started slowly, but made up for that in our recent rapid work.

Wahab Abdul and myself are going to do year group presentations. We are both experienced in public speaking and debating and will present to each year group. We will do flyers. I will also promote the company through the student council. We will also ask the newsagent to put our leaflet up for a small fee.