



A49 Generating business ideas



Good business ideas combine three elements that, when done well, have potential to fund the school garden or other food related projects. A good idea suggests a product/service that no-one else can do or do as well locally, eg great vegetable plants to sell. A good idea is realistic, eg you have the skills to deliver. And lastly, you have people with the passion and dedication to deliver. This activity suggests ways of encouraging good ideas.

Resources

- Pen, paper, whiteboard/flipchart

Activity

- 1 Ask the following questions.
 - a What do we do well, eg healthy plants, herbs all year round, etc.
 - b What are we asked for a lot, eg spare plants, produce, advice, etc.
 - c Who and where are potential customers, eg pupils, parents, teachers, allotment groups, etc.
 - d Is there something that other businesses are doing that we could do better, eg faster service, bigger range, etc.
 - e What are the skills/knowledge of people in the group, eg excellent seed sowing, good at talking to people, knows someone useful, etc.
- 2 Write down every idea, however unusual. This makes everyone feel involved and avoids the risk of throwing away a good idea too soon.
- 3 Group ideas together, discounting the unrealistic and developing other ideas. Discuss short listed ideas. Could you deliver? Do they need more 'market research', such as asking customers if they would want your service/product and for how much?

Extended activities

- 1 Develop ideas further, eg prepare business plans with details of how the idea would work and who, and what, would be needed. Decide if the idea is feasible.
- 2 If your idea is feasible, seek approval from the head teacher and make a start.

Health & Safety	Monitor businesses carefully, eg personal safety, ensuring adult supervision. <i>See also Health and Safety Guidelines (Section SG1.2)</i>
Further information	G2.3 Displaying and selling G2.4 Developing business enterprise