

# Social Enterprise: start up planning canvas

<p><b>ENTERPRISE NAME</b>          What would you like to call your enterprise?          Have a look online to see if anyone else has this name!</p>	<p><b>ENTERPRISE SUMMARY – VISION, MISSION, GOALS</b>          Why do you want to set up this enterprise? What is your Vision-what would you like your world to look like?          Write in one sentence what you want to achieve. Write a paragraph describing what you will do - your mission.          Set some goals as stepping stones to your vision.  <b>Be ambitious, then be realistic!</b></p>		
<p><b>CUSTOMERS</b>          Who is your customer - try to build a profile of your target customer - what do they care about? Will they buy what you provide? Where do you find them?          Remember - your customers do not have to be the same people you want to help!</p>	<p><b>PRICING</b>          Set the right price for your offer;          Think about:          your time, travel, equipment, ingredients, storage, production          Research what people will pay, have a look at similar offers, can you offer a discount to those in need?</p>	<p><b>RESOURCES AND STAKEHOLDERS</b>          What do you need to deliver your activities; do you need equipment, could you get it donated? Will you need to buy it?          Who can help you deliver your activities; friends, family, local volunteers, partner organisations</p>	<p><b>SOCIAL IMPACT</b>          What is the difference you are making to people's lives, your community or the environment?          How will you show this and shout about it!          Ask for recommendations, tell stories, send out a survey, have feedback sheets</p>
<p><b>PRODUCT OR SERVICE</b>          What will you be selling?          Do you have products to sell, do you make them or are they donated?          Are they fit for purpose?          Look at <b>The Sale of Goods Act 1979 and the Supply of Goods and Services Act 1982</b>            Are you offering a service?          Does it comply with the regulations in your sector? <b>Look at: <a href="http://gov.uk/browse/business">gov.uk/browse/business</a></b>            Will your knowledge bring in an income? How will you describe, advertise and protect this.</p>	<p><b>MARKETING</b>          Where will you promote yourself?          Social media, leaflets, your logo, website, word of mouth.          Make sure you know what you want to say - Keep it simple!</p>	<p><b>COMPETITORS</b>          Who else is around? This doesn't stop you and your enterprise - why are you different/better?          Could you collaborate?          Always keep an eye on them!</p>	<p><b>ADMIN AND LEGAL</b>          You can start off as a sole trader to test your ideas BUT you still need to comply with relevant legislation-  <b>Look at <a href="http://gov.uk/set-up-self-employed">gov.uk/set-up-self-employed</a></b>          You will need to think about:          Insurance - personal and public liability          Tax self-assessment and NI payments and keep financial records          Your pension contributions          Any benefits you receive          Data Protection of any customer information you hold          Policies and procedures relating to the work you do  <b>Look at: <a href="http://knowhow.ncvo.org.uk/">knowhow.ncvo.org.uk/</a></b></p>
<p><b>FINANCE</b>          Calculate your personal monthly expenses - your income needs to be more than this! Include housing costs, travel, food, clothing, pets, mobiles and extras like holidays!          Keep records of everything you spend and earn, this helps keep an eye on how you are doing, and you need to report this to HMRC and others.          Where will your income come from; Trading may be slow to pick up, you may need to think about loans or grants to start up. You may have a part time job or receive benefits - check how your enterprise will affect these.          Social Enterprises reinvest or donate around 50% of their income - where will your surplus go? Remember - a surplus is AFTER you have paid all your business expenses - including paying yourself!</p>			