

# Platanos College News

Friday 3<sup>rd</sup> June 2016

## Guides at Venn Street Market

The Girl Guides were presented with an exciting opportunity to trade at Venn Street Market, Clapham, in May. The educational exercise was part of Love Your Local Market, a new initiative in its third year set up to encourage new enterprises within local communities to trade.



The first step was to consider what products they thought would sell best, easily source, make and sell to generate a profit. After much research and discussion, they decided to offer a range of household and lifestyle products. A business plan was created, in which the girls identified their objectives, target audience and projected costs and profit.

With their business plan in hand, the girls approached the school to ask for a small loan. With this, the girls split into teams, created the products and designed all the marketing and branding materials.

On the day there was a lot of excitement and anticipation as the market opened and the crowds began arriving.

The Guides achieved a good number of sales. They were praised by members of the public for their creativity, variety of products and their enterprising skills. It was a thoroughly good business and enterprise experience for the pupils.

*Attitude Determines Altitude*

*"I really enjoyed this experience and I would definitely like to do it again."* **Sashoi Smith, Year 7**

*"This was so much fun. I was nervous at the beginning, but over the day I was more confident. I was really happy to see people buying our products."* **Camila Albuquerque, Year 8**

*"I think we should do this every weekend!"* **Shanique Barclay, Year 9**

