

Module 5
Kit 3
Activity 2

ePortfolio Section 4: The Social Business Plan

Trainers instruct learners to access the SET2CLIL ePortfolio, section 4: The Social Business Plan. Learners have already completed section A of the social business plan, thus are starting at section B, for this activity.

PART B: The Organisational Plan

Learners will have developed an understanding of the elements of the organisational plan in Module 2. The Trainers' role is to support learners in recording this information in their ePortfolio (section 4).

Here learners should record the following:

- a) A mission statement for their social enterprise
- b) The legal structure of their social enterprise
- c) The management structure of their social enterprise
- d) The product, service and activities of their social enterprise
- e) The key stakeholders

PART C: The Environmental Plan

Learners will have developed an understanding of the elements of the organisational plan in Module 2. The Trainers role is to support learners in recording this information in their ePortfolio (section 4).

Here learners should record the following:

- a) A PEST analysis of the environment for their social business

PART D: The Marketing Plan

Learners will have developed an understanding of the elements of the marketing plan in Module 2. The Trainers role is to support learners in recording this information in their ePortfolio (section 4).

Here learners should record the following:

- a) A description of your customers/ users
- b) A marketing mix analysis for their social enterprise, addressing:
 - i) A description of the product/ service/ activity
 - ii) A description of the pricing strategy
 - iii) A description of the channel management strategy
 - iv) A description of the promotions strategy

PART E: The Operational Plan

Learners will have developed an understanding of the elements of the marketing plan in Module 2. The Trainers role is to support learners in recording this information in their ePortfolio (section 4).

Here learners should record the following:

- a) A description of key suppliers
- b) A description of the social enterprise location
- c) A description of key equipment required

PART F: The Financial Plan

Learners will have developed an understanding of the elements of the marketing plan in Module 2. The Trainers role is to support learners in recording this information in their ePortfolio (section 4).

Here learners should record the following:

- a) Identify the main costs for their social enterprise
- b) A description of the methods of financing
- c) A budget (basic income and expenditure) for one year

Learners may need to complete aspects of the SET2CLIL ePortfolio (Section 4) as independent learning hours.