



DESIGN A BUSINESS TO SUPPORT THE LOCAL COMMUNITY

STUDENT ACTIVITIES

YOUR CHALLENGE

Your challenge is to identify a new business opportunity to benefit from supporting a local community need or good cause. You will communicate your ideas in a written business plan extract and in a verbal presentation, explaining how your ideas will help the new business to grow and succeed while helping the community.

Good luck!

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SKILLS KEY



COMMUNICATION



SELF-BELIEF



PROBLEM SOLVING



SELF-MANAGEMENT



TEAMWORK



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ACTIVITY SHEET 1

RESEARCH REPORT

Anytown is a small town with a population of 40,000 people:

0–9 years	12%	4,800
10-19	12%	4,800
20-34	20%	8,000
35-64	40%	16,000
65+	16%	6,400

The town is served by a train station with connections to major cities and is situated three miles from a motorway, with good links to the North and the South.

As with much of the UK, Anytown has suffered in recent years due to the economic downturn. Average incomes are lower and unemployment is up, although they are still around average for the UK. The town has lost many shops from its central shopping district, including both chain stores and local independent traders. These include butchers, bakeries and other traditional stores, as well as shops selling clothes, jewellery, electrical goods and toys.

Some empty units have been taken over by charity shops and discount retailers, as well as several new coffee shops and cafes, but many still remain empty. The town includes several office units. There is an industrial estate with trade counters for plumbing and electrical items, a tool and equipment supplier, and a range of small manufacturers and engineering businesses. Again, several units are currently empty. There are no facilities for workers on the industrial estate.





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RESEARCH REPORT (continued)

Town facilities include:

- Two parks/public playing fields
- Two youth clubs
- Football and rugby clubs, each with junior and youth teams
- A leisure centre, with a pool, gym and inside/outside tennis courts
- A range of other sports clubs, including squash, hockey, 5-a-side football, netball and basketball
- A nearby river and wetlands reserve, managed by volunteers
- Local art groups, musical theatre and amateur dramatic societies
- Local charities that:
 - Provide support for elderly residents
 - Care for and rehome unwanted dogs and cats
 - Maintain a free-to-use holiday home for children with severe illnesses
 - Promote environmental awareness and energy saving

A recent residents' survey highlighted a demand for:

- More facilities and activities for young people aged 9–18
- A return of more 'traditional' shops to the town
- Value-for-money shops, not just trendy or upmarket ventures
- Facilities that will encourage more people aged 20–30 to use the town
- Students





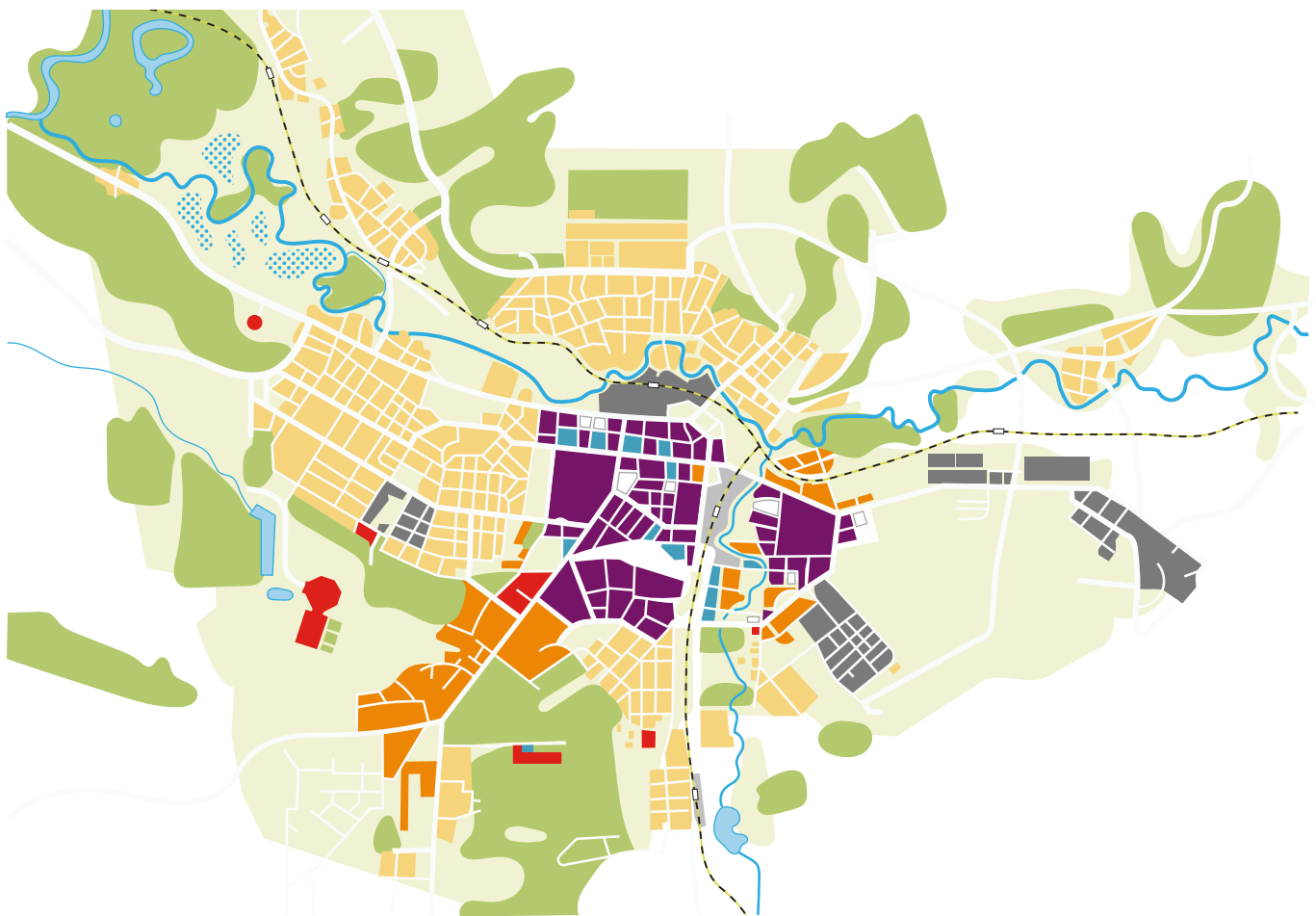
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ACTIVITY SHEET 2



TOWN MAP



Key

Residential	Leisure	Park/Field
Industrial estate	Empty unit	Wetlands
Office block	Public/community building	Station
Retail		





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TOWN MAP (continued)



Key

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Residential Industrial estate Office block Leisure units including cafés, coffee shops, bars/restaurants | <ul style="list-style-type: none"> Station Park/Field Community buildings including sports centre and library | <ul style="list-style-type: none"> Retail units, for example <ul style="list-style-type: none"> • Discount stores x 3 • Charity shops x 5 • Clothes shops x 3 • A small independent department store • Bookshop • Furniture shops x 2 • Dentist • Chemist x 2 • Opticians • Phone shops x 4 • Pasty shop • Supermarkets x 2 • Shoe shops x 2 • Hardware store |
|---|--|---|





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ACTIVITY SHEET 3

CHALLENGE GUIDE



Identify a new business opportunity and show how it will benefit from supporting a local community need or good cause. Communicate your ideas in a written business plan extract and a verbal presentation.

Key Tasks

1 Do your research

Carefully read the Research Report and explore the Town Map. What can they tell you about opportunities for businesses in this town?

2 Generate ideas

Identify your business opportunity and how it will support the community

3 Explain your approach

Write your business plan extract (using the guidance on the next page). Your teacher will tell you how much detail you should include. Use as much information as you can from the Research Report and Town Map

4 Present your ideas

Your teacher will tell you how much time you have to prepare and present, and whether you need to prepare any supporting materials. You should:

- Explain your business idea. Justify your choice using information about the town
- Explain your community involvement idea
- Explain how your chosen community group will benefit, and the impact you expect this to have on your business





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CHALLENGE GUIDE (continued)

Business Plan Extracts

Executive Summary	Outline your new business
Target Customers	Describe the customer group(s) for your business, based on your analysis of the Research Report and Town Map
Products or Services	Explain what products or services you will create or provide
Marketing Activities	Briefly list the marketing activities that will promote your business to your target customers
Corporate Social	<ul style="list-style-type: none"> Describe the community group you will support and your rationale for supporting it Describe what your business will do to help this group. List your expected outcomes for the community group. Describe the expected business impact and benefit for your business

Key Words

Customers
 Business ethics
Social Community involvement
Enterprise Business plan
Corporate Social Responsibility (CSR)
Marketing strategy The business environment
 Stakeholders **Entrepreneur**
 Entrepreneur Social **Business opportunity**
Market



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ACTIVITY SHEET 4

BUSINESS PLAN EXTRACT

Business Name:	
Executive Summary: Describe and outline the nature of your business.	
Target Customers: Describe the people who will buy your products or service. If you have more than one target customer group, describe each one.	
Products or Services: Describe the main products or services your business will provide, including their unique features and benefits.	
Marketing Activities: Describe each marketing activity you will undertake to reach your target customer group(s) and convince them to buy from your business. Briefly explain how each activity will contribute to building your sales.	



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BUSINESS PLAN EXTRACT (continued)

Corporate Social Responsibility:	
Chosen community group:	
Rationale for supporting this group:	
How your business will help this group:	
Expected benefits for the community group:	
Expected benefits for your business:	



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ACTIVITY SHEET 5

MCDONALD'S CASE STUDY

Planet Champions

Over **1,000** McDonald's employees **volunteer** as **Planet Champions**, finding ways to **save energy**, **increase recycling** and **reduce litter** every day. Across all of our restaurants, the small changes that our employees have made are paying off.

- Around **300,000 LED lighting** products have been installed since 2014. LED lighting has helped deliver **energy savings** of about **75%** between 2009-2019
- In 2018, **3.5 million litres** of **used cooking oil** was collected from restaurants and **recycled** into biodiesel, powering our delivery lorries for nearly **10 million kilometres!** This helped to save more than **11,700 tonnes** of CO2 emissions, enough to provide **2,000** homes with electricity for a year
- Around **90%** of McDonald's restaurants in the UK and Ireland offer **recycling facilities** in customer areas, for paper and plastic waste. In 2018, **40 million cups, weighing 450 tonnes,** were recycled

McDonald's supports "**Keep-up the Clean-Up**", building relationships and giving back to local communities. In 2019 this involved asking residents to vote for a local area for the McDonald's team to clean up. More than **400 events** have been organised with nearly **7,000 volunteers**. Over **9,000 bags of litter** were collected in 2019.





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MCDONALD'S CASE STUDY

National Grassroots Football Partnerships

Over ten years ago, we took the decision to **invest** the majority of our **UK sponsorship funds** into **football** and, crucially, into the **grassroots** of the game.

Grassroots football is really important to **communities**. We all love a good kick-about – it **brings people together**. In 2018 we launched our new **'Fun Football'** programme. We've teamed up with the **4 UK Football Associations** to provide opportunities for **over 500,000 children** aged 5–11 to try football for the first time by 2022.

Taking part has helped the children and young people playing the game. Younger children show increased confidence, communication and interpersonal skills, whilst older children are reported as exhibiting increased motivation, improved attitudes and behaviour, and a growing sense of personal responsibility.





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📄 MCDONALD'S CASE STUDY

National Grassroots Football Partnerships (continued)



4 UK FOOTBALL ASSOCIATIONS

Over

500,000 Children



6,000

Tickets provided for The FA Community Shield 2019



+7,000

clubs have achieved their accreditation



250,000

new football kits distributed



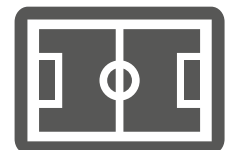
30,000

qualified coaches



5 MILLION

hours of fun over 4 years



+350

Centres will be delivered across the UK each year



Community Football Days in 2019

Over 900

of McDonald's UK restaurants actively support a local football club





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TRACK YOUR DEVELOPMENT

To help you identify and reflect on the skills you have used and developed in this challenge, fill out the **Reflection Task** and **Skills Worksheet** and hand these to your teacher



NEXT STEPS

Congratulations on completing the challenge!

If you want to learn more about the skills you need for the future or would like explore what apprenticeship opportunities are available at McDonald's, head over [here](#) to get started.





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GLOSSARY OF TERMS

WORD	DEFINITION
Business ethics	Rules, principles, and standards for deciding what is morally right or wrong when doing business
Social enterprise	An organization that aims to make money in order to serve a useful social purpose
Business plan	A detailed plan describing the future plans of a business
Corporate social responsibility (CSR)	The idea that a company should be interested in and willing to help society and the environment as well as about the products and profits it makes
Marketing strategy	A plan of action designed to promote and sell a product or service.
Stakeholders	A person, group or organization that has interest or concern in an organization
Entrepreneur	Someone who exercises initiative by organizing a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced
Social entrepreneur	Independent business individuals that act as agents of change for the society. They will work to improve innovative approaches to existing systems by seizing opportunities others have missed. They work to develop sustainable solutions for the purpose of changing society for the better
Market	An actual or nominal place where forces of demand and supply operate, and where buyers and sellers interact (directly or through intermediaries) to trade goods, services, or contracts or instruments, for money or barter

