

# Success for the Business Studies Department

## Young Enterprise Rhondda Taff Ely Area Board Final 2008

*Tuesday 18<sup>th</sup> March 2008*

*At the Heritage Park Hotel*

Y Pant students have been involved in the Young Enterprise Company Programme for the past 12 months. This has involved the pupils running their own business and dealing with both the successes and difficulties that have arisen. The running of the businesses has been overseen by Miss Jayne Gavaghan ( Head of Business Studies) and Jackie Thomas (Business Advisor from Perkin Elmer).



The **Area Board Final** required students to :

- design a **Trade Stand** to promote their product to judges and other Young Enterprise competitors,
- Submit a **Company Report** with interim accounts and
- Give a 5 minute **presentation** to judges, other competitors and visitors.

Schools from across RCT attended the Area Final, all entering one team each, with Y Pant entering two teams, *'The Pink Elephants'* and *'Spirit Dance Squad'*.

### Team History

*'Spirit Dance Squad'* realised early on that Alex Hesty-White as a trained dance teacher could be something to develop a business around. The group was formed and job roles were assigned according to their strengths, Bethan Pritchard & Amy Davies – Managing Director, Bailey Davies – Finance and Design, Alix Crothers – Secretary, Gemma Cooper – Dance Coach and Alex Hesty-White – Head Dance Coach.

The group approached E3+ co-ordinators and as a result took part in a successful promotional day in July 2007. The girls received good responses from their year 6, 7 and 8 customers who praised their enthusiasm and level of commitment. The lessons provided much fun and proved a very profitable venture for the team (generating £1000 revenue for 6 months of trading!).





*'The Pink Elephants'* were very well organised straight from the start allowing them to seize an opportunity to develop a leavers DVD for year 6 students. Team members decided to develop the product with their old primary school – Pontyclun Primary. Roles were allocated as follows; Charlotte Smith – Managing Director, Georgina Heard – Finance Manager, Tom Rowlands – ICT Manager, Greg Robinson – ICT Advisor, Bethan Smyth – Sales Manager, Tom White & Kate Prior – Sales Advisors, Lois Payne – Marketing Manager and Steph Lamerton – Marketing Advisor.

The DVD proved to be a successful venture but the team refused to stop there! *'The Pink Elephants'*

went on to create links with youth leaders at Bethal Baptist Church to help them raise the profile of their own 'Agape Café'. The team promoted and organised a gig with huge success. A second gig was then organised proving once again that *'The Pink Elephants'* had winning elements. The team have future plans to organise more gigs, repeat the success of the DVD sales with a new year 6 Cohort and sit their GCSE exams in the next few months!

#### Area Board Final – Results

Prizes were awarded on the day for **'Best Company Report'**, **'Best Trade Stand'** and **'Best Presentation'**.

Y Pant took away two of the three Awards;

**'Best Company Report'** – *'The Pink Elephants'*

**'Best Trade Stand'** – *'Spirit Dance Squad'*



*'The Pink Elephants'* also progressed through to the next stage of the competition as a **'Young Enterprise Winner'**. The next stage is the Strategic Board Area Finals in May where they will meet winners from other Area Board Finals.

*“The students involved have shown enthusiasm and dedication to this project and have achieved success for all their hard work. I have been really pleased with the level of commitment and the professional approach of students. I’m sure I have witnessed the first business experience of many managers and entrepreneurs of the future! Well done to all the students who have taken part.” (Miss Gavaghan)*

Any Year 10 pupils interested in taking part in Young Enterprise 2008 – 2009 should register with Miss Gavaghan.