



YOUNG ENTERPRISE

Sew Scented

Katie Lockhart



Our Young Enterprise Company was made up of 11 members: Katie Lockhart, Lucy Bradshaw, Myah McDonald, Kelly Gley, Jessica Lewis, Zara Kidd, Lara Kirkwood, Naomi English, Emily Vong, Ellie McElroy and Kaylee Doherty.

To come up with an innovative idea for a product, we went through many stages and processes. We were also keen to use our digital platforms to gain feedback from our customers. We did this by utilizing Instagram's features to host polls. We eventually decided to make scented key chains and patches, hence the name 'Sew Scented'.

We first hosted a 'Guess the Number of Sweets in a Jar' competition to raise funds to buy materials for our products. Then since our product is handmade, everyone in the team contributed to the production of the keychains during our own free time. We sold our products in many places including St George's market, Banbridge Academy Christmas Craft Fair, Rushmere and inside the school. I especially enjoyed the markets

as you got to sell alongside other companies from different schools and received a chance to interact with the public.

Since we are a young company, we decided that the best way for us to contact our target audience would be to use social media, such as Instagram and Facebook, to promote our products and provide information. Some examples of the information shared are the list of different scents that were available for our keyrings, prices for our individual products, promotional details and the events we were attending and selling at.

Working as a team and starting a business isn't as straight forward as we initially thought. Starting a YE business has given every group member a great insight into being



an entrepreneur. For future company programme students, something important to take into account is that it isn't about your profit or making money, it's about gaining the skills that will take you further in life. We all gained and developed a variety of new skills and qualities, which would benefit us all in our own ways. These included decision making and problem-solving skills, organisation and time management skills as well as conflict resolution skills.

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Stonks Incorporated

JB McElroy



We're Stonks Incorporated and we've been buying and selling our infamous holograms in Banbridge Academy since 2019. We believed in only sourcing locally produced products, from picturesque Lurgan, produced by Corona Plastics, and selling them to our customers at a profitable markup. We started this business because we were tired of people making money from shoddy, overpriced plastic projectors, so we decided to do this for ourselves.

Whilst running our company we had a chance to sell our product at St George's Market Belfast, during the build up to Christmas. We were a huge success here, winning a "Special Recognition" award, and owing to our impressive display, we were the centre of attention, culminating in our interview with Cool FM's Pete Snodden.

After the success of the market in Belfast and our subsequent impressive school sales, things took a turn for the worse at Rushmere Shopping Centre, where despite expecting high sales volumes, we sold

a single unit and received 2 donations. Shortly after this the school shut down due to Covid 19, which left us with a high number of unsold holograms. As a result, we still have a high number of holograms in stock and have reduced the price to only £5 each in

an attempt to make as many sales as possible. There is also a £1 discount for Year 8 pupils.

Follow us on Instagram @stonks.incye and place your order, before it's too late!





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Toasteez

Jake Davidson



The Young Enterprise experience was hugely beneficial for our entire company and it allowed us all to take part in a great competition, which enabled us to develop our knowledge of the world of work.

Throughout our time in the company named 'Toasteez', we attended a range of markets and fairs to help sell our useful hand warmers to members of the public. We went to St George's market in Belfast to attend the 'YE Big Market'; here we were able to view many other schools' products and see who our competition would be if we reached the Southern Area Finals. Shortly after this event we headed to the School Christmas Craft Fair, where all parents and supporters of the school were able to view and purchase our products. This allowed us to get our name out among the school, which helped us when securing pre-orders and sales at break and lunch times in the school atrium.

Then came the biggest and most

important trade show in our time as a company: 'The Southern Trade Fair' in Rushmere Shopping centre. It is here that our company performed exceptionally well, securing the 'Customer Service Award' and the 'Runner Up Best Company.' It was from here that we found out that we were among 1 of 8 companies who made it to the **Northern Ireland Finals**.

Then lockdown happened... we had to present our company and pitch to an array of judges including Cool FM's Radio host Pete Snodden. We did this via zoom and demonstrated our products. We described the rationale for our product and touched on a number of aspects of our company. As a team we worked well together. We each had strengths that complemented each other. We also

supported each other during this experience. We described the many challenges we had to overcome – problem solving was a big element of our company. We highlighted the vast range of skills we gained such as time management, resilience, delegation, team work and diplomacy.

There were many lessons learnt and if we were to provide any advice to future companies it would be to know your customers well and give them what they want, or what they think they want!

Finally after submitting our report and presenting our company the announcement came, live via Instagram. A long-awaited day for the Toasteez company who were looking to become Northern Ireland winners. But we were pipped at the post by incredibly strong opposition. Despite not winning it was a valuable experience and one which will be beneficial for all of us in later life.