Welcome to the Student Enterprise Awards 2011-2012

Welcome to another exciting year of business and innovation! 2010/2011 was a bumper year with almost 800 students from 19 schools in the county taking part in the programme and a record 63 enterprises at the County Final proving that youth entrepreneurship is truly alive and well in South Dublin.

Coláiste Eanna, Ballyroan, Coláiste Chilliain, Clondalkin and Coláiste de hÍde Tallaght, represented South Dublin at the National Final in Croke Park where Goan Natural won Best Display in the Intermediate section. We congratulate all of the students and their teachers on their commitment and enterprising spirit.

Last year’s programme elicited very positive feedback from participants and teachers alike, particularly hosting the County Final in the Institute of Technology, Tallaght.

The Dragons Den exercise in the ITT for the 3 winning projects drew very favourable response from teachers, students and Dragons!

We urge you to use all the resources we offer, which, thanks to the continuing generosity and support of our main sponsor, Institute of Technology Tallaght, are once again available to participating schools in 2011/2012.

Wishing you enterprising success and looking forward to working with you again.
Enterprise Workshops for Students

The workshops are offered in school and are delivered by Sadie Wheatley of SW Design. Each one lasts approximately 80 minutes and teachers are welcome to attend if they wish. There are two types of workshop – Phase 1 Innovation and Phase 2 Development:

**Phase 1: September / October - Introduction to SEA & Innovation Workshop:**
Introduction to the programme and how to generate innovative business ideas and projects. Assists students use a variety of techniques to identify and select the best ideas.

**Phase 2: October / November - Developing your Business Idea:**
Developing your business idea by means of research, protection and product development. Assists students analyse and develop their idea into viable projects.

Workshops must be booked in advance. To book a Workshop for your students, please contact Ena Coleman at South Dublin County Enterprise Board (086 8285324 or ena@sdenterprise.ie)

**2011-2012 TIMETABLE**

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Decide on your business</td>
<td>September 2011</td>
</tr>
<tr>
<td>Start producing your product/service &amp; selling</td>
<td>October, November &amp; December 2011</td>
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<tr>
<td>Complete the Entry Form for the SEA &amp; return with the Materials Allowance form to South Dublin CEB</td>
<td>Before 28th October 2011</td>
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<tr>
<td>Finalise your Business Report</td>
<td>January 2012</td>
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<tr>
<td>Closing date for submitting completed business reports to South Dublin CEB</td>
<td>10th February 2012</td>
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<tr>
<td>South Dublin County Finals Institute of Technology, Tallaght</td>
<td>2nd March 2012</td>
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<tr>
<td>National Final, Croke Park, Dublin</td>
<td>April 2012</td>
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**Important Contacts**

- South Dublin County Enterprise Board – Contact Ena Coleman @ 01 405 7073 / 086 828 5324 or ena@sdenterprise.ie
- School Coordinator – Contact Lena Shaw @ 086 826 4820 or lena.shaw@corporate-vision.ie
Teachers View

Business Studies Teacher Catriona Rodgers from Greenhills College describes her experience with the SEA programme.

In Greenhills College we aim to promote a sense of entrepreneurial spirit amongst all students irrespective of their subject choices. Our school has enjoyed a number of successes in the Student Enterprise Awards, which we believe is down to the hard work & dedication from students and teachers alike.

Typically idea generation can be the biggest obstacle for students as it can be hard to come up with a viable idea. This year we invited Sadie Wheatley from the SEA to give a talk on idea generation with our students. The best advice they were given was to ask themselves what are they good at and how can they turn it into a business opportunity. Students who enjoyed art decided to do canvas paintings, students who were good at woodwork made birdhouses and students who enjoyed arts & crafts made unique key-rings. Just from performing a skills assessment students were able to come up with a business idea.

Students in First Year participate in the SEA as part of their Business Studies class. Interactive whiteboards and access to computers are of huge benefit as are the resources on www.studententerprise.ie. The Student Workbooks are also crucial here as they allow students to do their business plan one small step at a time.

Students participating in the Leaving Certificate Applied programme study Enterprise as one of their modules and the SEA is a perfect match for the students concerned.

For students outside of these groups, we run an Enterprise Club at lunchtime. This is an excellent way of encouraging students to participate in business and allows for students with different strengths to work as a team. It also allows them to develop a different skill set as not all students study Business Studies.

Our annual Trade Fair held in December gives students the opportunity to sell to other students, parents, teachers and members of the local community. It also gives them the experience of setting up their stall and improving their communication & organisation skills as well as being fun! Our students also had the opportunity to sell to the public in The Square S.C. Tallaght, which was of huge benefit to them. Significant sales were achieved proving to students that their business can be successful in other environments.

Two members of our local business community act as impartial judges at selection time. Students are given 10 minutes to present their business plan and they then answer questions from the judges. The feedback from this is crucial to their success in the Student Enterprise Awards as they are given professional advice on their strengths and weaknesses which both motivates and encourages them.

The County Finals, held in IT Tallaght, are a fantastic opportunity for our students to see their competition, to “network” and make contacts. The trip to their local I.T is also motivational with many students hoping to return there as third level students to study Business in the future.

Attention Teachers!

Don’t miss out on all the available resources to help you run the SEA in your school:

✓ Materials Allowance & SEA entry – don’t forget to complete and return the forms before 28th October 2011 at the latest. You can enter online at www.studententerprise.ie or by submitting the entry form to South Dublin County Enterprise Board.

✓ Posters, Newsletters, Teachers Manual and Student Workbooks are available from our school coordinator Lena Shaw (086 8264820)

✓ Enterprise Workshops – sign up for these as soon as possible

✓ A Business Report template will be circulated to all participating schools once the programme is underway. This may facilitate the submission of Student business reports for the County Final for those who wish to use it.

✓ Access to panel of Enterprise Mentors to assist students develop their projects – contact Ena Coleman for details.

Best Display Intermediate “Skewers R Us” Dylan Moore, Richard Carroll, Shane McLoughlin, Cavin O’Sullivan & Colm Carroll from Coláiste de híde, Tallaght

Best Display Senior “French4Kids” Sarah McGovern, Danielle Doyle & Inna Orlava from St Joseph’s College, Lucan

Best Display Intermediate “Guide to Games” Dylan Ó Riain & Cian Ó Cuaig from Coláiste de híde, Tallaght

Innovation Award Intermediate “Guide to Games” Dylan Ó Riain & Cian Ó Cuaig from Coláiste de híde, Tallaght
**Student Tips – Market Research**

“This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back” – John Ilhan

Market research is the process of collecting valuable information to help you find out if there is a market for your proposed product or service.

**Market Research Activities You Can Do**

1. **Examine existing products/services:**
   - Look at other similar products/services on the market:
     - Can you learn from them?
     - What do they do well?
     - What do they do badly?
     - How is your product going to be better than everything else that is available?

2. **Examine your target audience:**
   - Look at your target customers:
     - What are their needs? A questionnaire is a good way of finding out what your customers want.
     - You could also talk to someone who is an expert in this area. For example, if you are producing a piece of craft, how about talking to a successful craftsperson in your area? You might learn many valuable lessons.

3. **Carry out a product demonstration:**
   - You could show your product to some of your target customers and ask them for feedback before you start selling it:

4. **Keep an eye on the market:**
   - Even after you begin selling, keep an eye on what is selling well and what is not selling for you:
     - Perhaps you should drop the products that are not selling and concentrate on the ones that are?
     - Ask your existing customers if there is anything else that they would like to buy from you

✔ More on this topic on www.studententerprise.ie

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**Many Thanks to Our Generous Sponsors**

**Institute of Technology, Tallaght**

**The Echo Newspaper**

**Partas Tallaght – sponsors of the Maurice O’Connell Award for Enterprising School of the Year**

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**What are the Student Enterprise Awards?**

The Student Enterprise Awards (SEA) is an exciting and rewarding programme that gives second level students in Ireland the chance to set up and run their own business while at school.

Organised by the County and City Enterprise Boards, the programme is run in schools all over Ireland for first year right up to leaving cert students.

For more business fun visit BUSINESSGAME.IE

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