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The pfeg Quality Mark shows that this resource meets the pfeg quality standards. At the time of issue the resource contains educational benefits and accurate financial information. Please visit [www.pfeg.org](http://www.pfeg.org) for further information.

The valuable contribution of many teachers and Bank staff to the development of the *MoneySense for Schools* programme is gratefully acknowledged.

# Notes for delivery

## Introduction

*MoneySense for Schools* is a programme from NatWest that aims to support young people aged 11–18 in learning how to manage their personal finances. The programme is provided to schools free of charge.

*We're in business* is one of four modules in the programme. The core module is provided online at [www.natwest.com/moneysenseforschools](http://www.natwest.com/moneysenseforschools), or as a print resource. This booklet is a special version of the module designed to help schools deliver an Enterprise day event for students aged 11–16.

During the *We're in business – Enterprise day* event, students will be working in groups (of around 4–7), to form a catering company which is tendering to provide a sit-down dinner for 100 guests who have been invited for a special occasion. They will need to present their final plan to the customer, whose role will be taken by the Partner or lead teacher. The customer will judge the different presentations and decide on a winner according to both price and quality.

Students' tasks include:

- Naming and branding their company
- Choosing an interesting menu
- Producing costing sheet with budget
- Providing special decorations for the event.

The Partner should decide on a suitable scenario for the group with the lead teacher. For example, the special occasion might be:

- A school prom or leavers' ball
- An event to mark the opening of a new building on the school site
- An annual dinner for a social club or sports club
- A fundraising event for a favourite charity.

An original idea linked to a topical or newsworthy theme such as Comic Relief or healthy living could also be chosen. It must, however, accommodate the core idea of a catering company providing dinner for 100 guests.

The materials are flexible and require minimal adaptation for the specific scenarios. All the activities can be completed using paper-based resources. However, Partners may well want to introduce the day by showing the Enterprise day PowerPoint slides available on the *MoneySense for Schools* Partners' CD.

If computers are available students could be encouraged to use appropriate software e.g. to design a company logo, make a business card etc.

## Curriculum links and learning outcomes

Detailed curriculum links are provided in the main module booklet or online at

[www.natwest.com/moneysenseforschools](http://www.natwest.com/moneysenseforschools) These include links to PSHE / PSE / PSD, Design and Technology, Maths, English, Business and Work Related Learning (incorporating Enterprise). There are also links to key / core skills: communication, application of number / numeracy, working with others, information technology, problem solving and improving own learning and performance.

After taking part in *We're in business – Enterprise day*, students should be able to:

- understand the relationship between costs, prices and profits, and be able to calculate each in a particular situation
- collect, analyse and interpret data, to help them solve a 'real-life' problem
- plan out and calculate a simple budget
- take part in role-play situations that develop communication skills and self confidence
- work in teams, taking on responsibility for a specific role.

Time (approximately)	Activity	Resource
9.05 – 9.25	<ul style="list-style-type: none"> <li>• Introductory briefing to all of the students</li> </ul>	<ul style="list-style-type: none"> <li>• PowerPoint presentation from the Partners' CD, student sheet 1</li> </ul>
9.25 – 11.05	<ul style="list-style-type: none"> <li>• Who's who in the company?</li> <li>• Choose a name for your company and plan who is doing what</li> <li>• Questions to the customer</li> <li>• Catering Consultant – plan and choose a menu for your event</li> <li>• Finance Officer – calculate the cost of the menu, consider additional costs</li> <li>• Project Manager – co-ordinate the team tasks and lead the final presentation</li> <li>• Marketing Executive – design company logo; special decorations and entertainment etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Student sheets 2–4*</li> <li>• Student sheet 5</li> <li>• Student sheet 6</li> <li>• Student sheet 7</li> <li>• Student sheets 8–9</li> <li>• Student sheet 10</li> </ul>
	<b>BREAK</b>	
11.25 – 12.25	<ul style="list-style-type: none"> <li>• Company meeting to review progress</li> <li>• Finish activities and meet with role-play adults to check costings sheet</li> <li>• Begin preparations for presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Student sheet 5</li> <li>• Student sheets 11–12</li> </ul>
	<b>LUNCH</b>	
1.25 – 2.25	<ul style="list-style-type: none"> <li>• Company meeting to review progress</li> <li>• Finishing touches to presentation</li> <li>• Presentations to role-play adults to find finalists</li> </ul>	<ul style="list-style-type: none"> <li>• Student sheet 5</li> </ul>
2.30 – 3.30	<ul style="list-style-type: none"> <li>• All students watch final winning presentations – overall winner decided</li> <li>• Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Student self-evaluation sheet</li> </ul>

\* An online version of student sheets 3–4 is available at [www.natwest.com/moneysenseforschools](http://www.natwest.com/moneysenseforschools).

## Before the day

- You can provide teachers with the key / core skills sheet or direct them to the *We're in business* curriculum links, both of which can be found in the *We're in business* booklet or online at [www.natwest.com/moneysenseforschools](http://www.natwest.com/moneysenseforschools).
- Together with the lead teacher you should decide on the specific scenario, the numbers of students taking part, and adults attending. Map out a provisional timetable for the day. An example is given on the previous page.
- Give the school a list of things which they need to provide e.g. size of room, tables, chairs, digital projector / interactive whiteboard for introduction, sheets of A3, A4, coloured markers, calculators etc.
- Also give the school a list of resources that you will provide e.g.
  - PowerPoint presentation introducing the challenge
  - Enough copies of student sheets 1–12 for each group
  - Enough copies of the judging form for all judges
  - Enough copies of the student self-evaluation sheet for all students

## On the day

### Present the challenge

This can be done using the PowerPoint presentation from the *MoneySense for Schools* Partners' CD which includes a definition of 'tender', the aims of the activity, details of the challenge, roles needed within the team and the criteria that will be used to judge the final presentations. You should also give each team a copy of student sheet 1, which they can refer to throughout the day to remind them of their challenge.

Explain that before they submit their tender to the customer, they must first obtain agreement from the Business Manager that their tender is viable, e.g. that their completed costing sheet is accurate. They should book an appointment and ask the Business Manager for advice.

### Divide into teams

Divide students into groups of 4–7. The first task for each group is to assign roles within their teams – students should use student sheets 3–4 to complete the Personality and skills quiz. This will help them to identify which of the roles would best suit their skills,

interests and personality traits. They may need to negotiate as at least one person will need to take each one of the following four roles:

- Project Manager
- Catering Consultant
- Finance Officer
- Marketing Executive

There should only be one Project Manager, but more than one person can take the other three roles.

Once everyone in the team has a role, students can start on the activities as a team. Different activities should be led by the relevant person in the team, as marked on the student sheets. The Project Manager should act as a co-ordinator and must keep the team on schedule and make sure everyone is communicating with each other.

### Group management

Some roles appear to be more demanding than others but in fact each member of the team has an equally important role to play. Encourage the students to work together as a team and help each other.

### Information for the role play adults: the customer

The Partner or teacher should play the role of the customer. It is up to the students to take the initiative to ask you for information.

Here is some background information which you can share or confirm with the students, if they ask the appropriate question:

- There will be ten vegetarians attending. You might want to specify that they should have a choice of dish.
- To reduce wastage you are prepared to ask all the guests to specify their main dish choice before the event; this will enable the caterer to order accurate quantities of the different ingredients.
- You may want to decide upon a special theme or request a particular type of entertainment for the event, and pass this information on to the students. You might want to specify whether you would like entertainment to be provided.
- You would like a choice of non-alcoholic drinks.

NB Once a team has taken the initiative and asked the adult in role some good questions they should be given a **Chance Card** which will be to their advantage (see opposite page).

## CHANCE CARD

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You have negotiated a good deal with a local wholesaler – your overall food costs can be reduced by £50.

Your company is 3 miles from the dinner venue.

## CHANCE CARD

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You make a deal with a stationer and can reduce the cost of table decorations by 25%.

Your company is 8 miles from the venue.

## CHANCE CARD

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The customer has requested that three students serve the dinner as part of their work experience. This reduces your staff costs by £60.

Your company is 4 miles from the dinner venue.

## CHANCE CARD

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Your brother performs in a live band and they are willing to perform free of charge.

Your company is 10 miles from the dinner venue.

## CHANCE CARD

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You can get hold of some excellent organic red and white wine at a bargain price. This will reduce your costs by £40.

Your company is 2 miles from the dinner venue.

## **Information for the role play adults: the Business Manager**

A Partner or teacher also needs to take on the role of the Business Manager. Students should book an appointment with the Business Manager who should encourage them to explain and, if necessary, revise their costs.

The students want their team to win the tender, but how can they best price the menu? For example, what difference does it make if they take the average cost of all menu items, compared with the least or the most expensive items?

What kinds of risks are involved? For example, if they cost out the menu assuming that all guests choose the cheapest items, they will be able to put in a cheaper price to the client. However, this means they run the risk of the guests choosing more expensive options. How will this affect their profits?

Give the teams some guidance on the best option to take. It is probably best to advise students aged at 11–14 to work out the cost assuming everyone picks the most expensive meal.

## **Evaluation**

The final presentation is a large part of the evaluation as the teams are asked to present the outcomes of their investigations and their own creative ideas.

Finishing in time and within budget is also a key aspect of the project. The students should also evaluate their own learning using the student self-evaluation sheet and the key / core skills sheet.

## **What to look for when the teams make their final presentation**

Give each member of the panel a copy of the judging form to fill in at the end of each presentation. Partners, teachers and students could be included on the judging panel. The contract should be awarded to only one group and clear reasons for the decision should be given.

**You might find it useful to have the interactive online materials on hand which can be offered as extension activities – [www.natwest.com/moneysenseforschools](http://www.natwest.com/moneysenseforschools)**

# The brief

You are a catering company and you have been asked by a customer to tender for a special dinner.

The scenario:

### Your tasks:

1. Decide on a name for your company.
2. Write a letter telling the customer about your company and explaining why you should be considered for the tender.
3. Design a logo and business card.
4. Create a menu card and sample table decoration using craft materials.
5. Complete the costing sheet.
6. Prepare a presentation to sell your company.  
Include:
  - your menu
  - your tender price
  - the reasons why the customer should choose your company.
7. Manage your time to make sure you complete all tasks by the given deadlines.

### Key information:

The dinner is for **100** people.

It will need to include:

- a choice of two starters (one must be vegetarian)
- bread
- a choice of three main courses (one must be vegetarian)
- a choice of two desserts
- cheese and biscuits
- coffee and tea
- drinks.

You have an overall total budget of **£1800**. Take into account the costs of producing and serving the food, and the profit – if any – you want to make:

- Cost of food on the menu
- Staff costs
- Transport
- Decorations
- Entertainment.

# Who's who in the company?

The following team roles must be filled. Read the job specifications and then complete the Personality and skills quiz to find out which one might suit you best.

## Team roles

### Project Manager

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- Liaise between team members and chair all company meetings.
- Supervise the time management of the team.
- Book an appointment with the Business Manager to check all costings.
- Write a letter to the client saying your company is bidding for the tender. Include relevant information in the letter.
- Plan and lead the final presentation.

### Catering Consultant

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- Research menus.
- Make recommendations about the final menu.
- Cost the menu options.
- Contribute to company meetings and take part in the final presentation.

### Finance Officer

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- Work on the total costings for the event – including fixed and variable costs.
- Attend meeting with Business Manager to check all costings.
- Contribute to company meetings and take part in final presentation.

### Marketing Executive

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- Design the company logo and a business card.
- Design decorations for the event and propose any entertainment.
- Contribute to company meetings and take part in the final presentation.

# Personality and skills quiz

Answer the following questions to find out which of the four roles might suit you best.

After each answer there is a series of letters. Copy the letters next to your chosen answers into the score grid on sheet 5, then total the number of each letter at the end.

**1. There's a new film out that you and your mates really want to see. Do you:**

- a) Find out when everyone's free, browse the internet to get film times and the address of a good place to meet for a snack beforehand, then call the local bus company to check you'll make the last bus home. **PPP**
- b) Ask your parents to ring the cinema for you to find out when the film is on. **PP**
- c) Hope your friends will find out all the details for you. **P**

**2. You all head off to see the film, which is rated 15. When you arrive, the box office staff won't let you in as they say you don't look old enough – even though you're all 15 and have ID. Do you:**

- a) Step forward and put your case calmly, clearly and politely to the manager. **PPP**
- b) Let your friends take the lead but chip in now and again to back them up. **PP**
- c) Hang around at the back of your group while your mates do the talking. **P**

**3. It's your friend's birthday and a big group of you has gone out for a meal to celebrate. At the end of the evening the bill comes. Everyone has had differently-priced meals and no one is sure what they owe. Do you:**

- a) Take charge – using your phone as a calculator you add up accurate individual totals for everyone, including a percentage as a tip. **FFF**
- b) Estimate roughly how much you owe. **FF**
- c) Let your friends work it all out for you – adding up isn't your strong point. **F**

**4. Your teachers decide to let you organise an American-style prom – as long as the students fund and manage the whole thing. You've joined the prom committee and been put in charge of ticket sales. Do you:**

- a) Keep accurate records so you know how many tickets you've sold and how much money you've made down to the last penny. **FFF**
- b) Have only a rough idea of how many you've sold and how much you've made, but keep it all in a safe place so you can add it all up when you get round to it. **FF**
- c) Misplace half the cash and lose track of how many tickets you've sold, which means you end up selling more than you were supposed to. **F**

**5. Your parents are away and a couple of mates are coming over for the evening to watch some DVDs. It's dinner time and everyone's hungry. Do you:**

- a) Consult a recipe book, nip to the local supermarket, then whip up a gourmet feast! **CCC**
- b) Dig out some ready meals from the freezer and make some chocolate crispie cakes for desert. **CC**
- c) Order some pizza. **C**

**6. Would you rather eat:**

- a) Something new and different – pan-fried scallops with chilli garlic oil served on a bed of polenta. **CCC**
- b) Stuff you're used to – your Mum's home-made shepherd's pie. **CC**
- c) Whatever's to hand – a burger from a fast food place. **C**

**7. Your best mate moves to the other end of the country, and you promise to write to each other every week. A year later:**

- a) You've kept your promise – you love writing and receiving letters and emails. **MMM**
- b) You wrote a couple of times but now you mainly just send the odd email and chat on the phone. **MM**
- c) You never wrote a single letter – why would you when you've got a phone and you can chat online? **M**

**8. You've decided to raise some money for charity by having a garage sale. Do you:**

- a) Stick up posters everywhere you can think of and email everyone you know. **MMM**
- b) Ask some of your friends to spread the word. **MM**
- c) Hope that passers by drop in. **M**

**9. If you were to go into politics, which job would you want?**

- a) Prime Minister. **P**
- b) Chancellor of the Exchequer. **F**
- c) Head of the Food Standards Agency. **C**
- d) Spin doctor. **M**

**10. The school drama group are putting on a play and you've been asked to help out. Are you most likely to be:**

- a) Director or production manager. **P**
- b) Selling tickets. **F**
- c) Organizing refreshments. **C**
- d) Painting the scenery and designing fliers and leaflets. **M**

Fill in the letter(s) after each of your responses

Question	Score	Question	Score
1		6	
2		7	
3		8	
4		9	
5		10	
<p>Total Ps _____</p> <p>Total Fs _____</p> <p>Total Cs _____</p> <p>Total Ms _____</p>			

## Results

### Mostly Ps

You're organised, confident and able to speak up for yourself when you need to, but realise the importance of listening to others and working as a team. You'd make a great **Project Manager!**

### Mostly Fs

You're well organised and good with money – you'd make a great **Finance Officer!**

### Mostly Cs

You're a real foodie – you love cooking (or would like to learn!) and like to try new things. You'd make a great **Catering Consultant!**

### Mostly Ms

You're very creative and full of ideas – you'd make a great **Marketing Executive!**

Remember you will have to negotiate within your team to fill all the roles. You may have to compromise to find the best solution.

If there are more than four of you, you can have more than one person carrying out each of the roles e.g. two Catering Managers or more than one member in the Marketing team, though it's probably best to have just one Project Manager.

If there are fewer than four in your company, you may have to take responsibility for more than one role.

# The company meeting

[Project Manager to lead]

The first joint activity is to decide on a name for your company.

The name you choose for your company will be very important for:

- the marketing you send out
- the sort of customers you are trying to attract
- possibly even your prices.

Make a decision as a group.

Company name:
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Talk through all the tasks that will need to be completed, who is responsible for each one, and when each one will need to be completed by. Use this company meeting checklist to keep track of your discussion.

Title	Name	Task	Deadline
Project Manager		<ul style="list-style-type: none"> <li>• Prepare letter of tender – include information about company.</li> <li>• Clear costings with Business Manager.</li> <li>• Lead final presentation.</li> </ul>	
Catering Consultant		<ul style="list-style-type: none"> <li>• Research menus and choose:                             <ul style="list-style-type: none"> <li>- two starters</li> <li>- three main courses</li> <li>- bread</li> <li>- two desserts</li> <li>- cheese &amp; biscuits</li> <li>- coffee</li> <li>- drinks.</li> </ul> </li> <li>• Cost menu options.</li> </ul>	
Finance Officer		<ul style="list-style-type: none"> <li>• Work out all costings – including fixed and variable.</li> <li>• Clear costings with Business Manager.</li> </ul>	
Marketing Executive		<ul style="list-style-type: none"> <li>• Design company logo and business cards.</li> <li>• Design decorations for event.</li> <li>• Propose additional ideas e.g. entertainment.</li> </ul>	

# Doing your research

Company name:

Before you go any further check that you have all the information you need from the customer. You already know that there will be 100 guests, but there could be other things that it would be useful to ask the customer, e.g.

1. Can you find out any other key information that might help you cut down wastage or reduce costs?  
\_\_\_\_\_
2. How far is the venue from your kitchen? (This will affect your overall costs.)  
\_\_\_\_\_
3. How many of the guests are vegetarian?  
\_\_\_\_\_
4. Are there any special requests for a particular theme or items? (You may be able to link your menu to this, for example, the names of the dishes.)  
\_\_\_\_\_
5. How many tables will the 100 guests be sitting at in total?  
\_\_\_\_\_
6. Are alcoholic or non-alcoholic drinks required?  
\_\_\_\_\_
7. Can you think of any other useful questions to ask?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# The menu

## [Catering Consultant to lead]

The job of the Catering Manager is to select:

- Two starters (one must be vegetarian)
- Bread
- Three main courses (one must be vegetarian)
- Two desserts
- Cheese and biscuits
- Coffee or tea.

Make your selection from the items on this sheet and enter your final choice on the Costing Sheet with the Finance Officer.

Before you start:

- How much do you have to spend on food per guest? (Top tip: about a third of the total budget spent on food might be about right.)
- Can you think of any ways to help you cut down wastage or reduce costs?

### Starters

Speciality soup (e.g. carrot and coriander)	25p
Standard soups (e.g. mushroom, tomato)	20p
Seafood (e.g. prawn cocktail, smoked mackerel)	40p
Fruit (e.g. melon)	30p
Cold meats	35p
Paté	30p

### Main courses

Beef (e.g. sirloin steak)	£3.30
Roast beef	£3.10
Chicken	£2.00
Turkey	£2.30
Lamb	£3.00
Pork	£2.10
Vegetable bake	£1.50
Pasta in a vegetable sauce	£1.20
Vegetable curry	£1.30
Salmon	£2.50

### Vegetables

Potatoes	25p
Rice	10p
Mushrooms	40p
Broccoli	40p
Tomatoes	20p
Cucumber	15p
Brussel sprouts	35p
Cauliflower	30p
Carrots	25p
Peas	20p
Lettuce	15p

### Sauces

Sauces	15p
Gravy	10p

### Cheese

English speciality (e.g. stilton)	25p
English Standard (e.g. cheddar)	20p
French (e.g. brie or camembert)	30p
Swiss or German (e.g. emmental)	35p
Italian (e.g. gorgonzola)	30p

### Bread

Rolls	15p
Garlic bread	20p
Biscuits (for cheese)	15p

### Desserts

Trifle	30p
Fruit salad	40p
Chocolate gateau	50p
Fruit in a pastry base (e.g. tarts)	60p

### Drinks

Standard red or white wine (per bottle)	£3.00
Good French red or white wine (per bottle)	£6.00
New World red or white wine (per bottle)	£5.50
Sparkling grape or apple juice (per bottle)	£2.00
Coffee	15p
Tea	10p
Mints	20p

# The costing sheet

The job of the Finance Officer is to make sure that everything has been entered onto the costing sheet (sheet 10). You should complete this, using the instructions below to help you, once you have discussed the menu with the customer and made your final decision.

## 1. FOOD AND DRINK COSTS

- I. Fill in the **Choices** column with your selections from sheet 8.
- II. Fill in a cost next to each course in the **Costs** column. For courses where you have picked more than one option (i.e. starters, main courses and desserts) you can either fill in the cost of the most expensive choice, the cost of the cheapest choice or the average cost of all your choices (e.g. by adding up the costs of your 3 main courses and dividing by 3). Think about the advantages and disadvantages of each way.
- III. Add up the cost of each course and fill in the **Food cost per person**.
- IV. Multiply the food cost per person x 100 to find the total food costs for 100 people and fill in the **Total food costs** row.
- V. There are 5 glasses per bottle of wine or sparkling fruit juice. Calculate the cost of wine and of soft drinks using the following formula, and complete the **Wine costs** and **Soft drink costs** rows: price per bottle x (number of people drinking wine or juice ÷ 5). Add up the total cost of wine and the total cost of soft drinks and complete the **Total drink costs** row.
- VI. Add up the total food costs and the total drink costs and fill in the **TOTAL FOOD AND DRINK COSTS** row.

## 2. VARIABLE COSTS

- A Enter the total food and drink costs in Row A.
- B You will pay 10–12 staff £20 each. 12 would give a better level of service but 10 would save costs. Multiply your chosen number of staff x 20 and enter the total in Row B.
- C Transport costs £1.50 per mile to and from the venue. Multiply the number of miles shown on your Chance card x £1.50 and enter the total in Row C.

- D Decorations cost £1, £3 or £5 per table – see sheet 11. Multiply the cost per table x your chosen number of tables to seat 100 people and enter it in Row D.
- E Entertainment costs are on sheet 11. Enter the total you plan to spend on entertainment or other things in Row E.
- F If you have a chance card showing reduced costs for food, wages, transport etc, enter the discount in Row F.

Add together the contents of Rows **A, B, C, D** and **E** and fill in the **Variable costs subtotal**. Take away the contents of Row F from the subtotal, then fill in the answer into the **Total variable costs** row.

## 3. FIXED COSTS (Rent, equipment etc.)

These are £35 which has been entered into the Total costs row for you.

## 4. TOTAL COSTS

Add the **Total variable costs** to the **Fixed costs** and complete the **Total costs** row.

## 5. PROFIT

Work out how much profit you will make. This could be 30% of your total costs, though you could reduce this to 20% to help you get the contract.

## 6. SUBTOTAL

Add your total costs to your profit and complete the **Subtotal** row.

## 7. VALUE ADDED TAX (VAT)

Work out 15% of the subtotal and complete the VAT row.

## 8. FINAL TENDER PRICE

Add up the subtotal and VAT to find your final tender price.

## Costing sheet

Complete in pencil, check your figures and then submit in pen. See sheet 9 for further instructions and guidance. When you have completed this sheet, make an appointment with the Business Manager.

### 1. Food and drink costs

	Choices	Costs	
Starter 1		£	p
Starter 2			
Bread		£	p
Main course 1		£	p
Vegetables and sauce			
Main course 2			
Vegetables and sauce			
Main course 3			
Vegetables and sauce			
Dessert 1		£	p
Dessert 2			
Cheese and biscuits		£	p
Coffee / tea / mints		£	p
<b>Food cost per person</b>		£	p
<b>Total food costs</b> – food cost per person x 100 people		£	p
<b>Wine costs</b> – price per bottle x (number of people drinking ÷ 5)		£	p
<b>Soft drink costs</b> – price per bottle x (number of people drinking ÷ 5)		£	p
<b>TOTAL FOOD AND DRINK COSTS</b>		£	p

### 2. Variable costs

	Costs
<b>A</b> Total food and drink costs (section 1 of this table)	£ p
<b>B</b> Wages (£20 x number of staff)	£ p
<b>C</b> Transport (£1.50 per mile)	£ p
<b>D</b> Decorations	£ p
<b>E</b> Other	£ p
<b>Variable costs subtotal</b> (A+B+C+D+E)	£ p
<b>F</b> Chance card	-£ p
<b>Total variable costs</b> (variable costs subtotal – F)	£ p

### 3. Fixed costs (Rent, equipment etc.)

	£35	00p
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### 4. Total costs (Variable costs + Fixed costs)

	£	p
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### 5. Profit (...% mark up)

	£	p
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### 6. Subtotal (Total costs + Profit)

	£	p
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### 7. Value added tax (VAT) (15%)

	£	p
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### 8. FINAL TENDER PRICE (Total costs + Profit + VAT)

	£	p
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Signed \_\_\_\_\_

Date \_\_\_\_\_

# Marketing and promotion

## [Marketing Executive to lead]

- Your job is to design a company logo and business card.
- You must also come up with some attractive menu cards for the tables and some ideas for how to decorate the tables and the venue for the dinner. The budget could be £1, £3 or £5 per table.
- You should also provide some kind of entertainment (if you have the budget available). The budget could be £100, £200 or £300.

The budget could be:

- £1 per table: e.g. coloured paper napkins and candles
- £3 per table: e.g. as above plus fresh flowers and place cards
- £5 per table: as above plus helium balloons and themed table confetti

The budget could be:

- £100: e.g. hire of a juke box / karaoke machine
- £200: e.g. hire of a local DJ
- £300: e.g. hire of a local live band / comedian

## Top tips

### Logo

Present your team with a final selection of three logos to choose from.

### Business card

What essential information do you need to include? How can you incorporate your logo?

### Decorations

Do you know what kind of things will appeal to the customer? How can you present your ideas? Will your ideas involve the staff who are serving the meal?

### Entertainment

Your customer can let you know if they require entertainment. How much money do you have in the budget? What is the purpose of the entertainment (e.g. to provide background music while everyone is eating or a speciality act at the end of the meal)?

# A letter of tender

[Project Manager to lead]

### Producing the tender letter and menu

Write your tender letter. Put the name of your catering company, the address and telephone number at the top of the letter.

Remember to include your final price in the letter.

You could also add a paragraph on some of the selling points of your tender, e.g. the price includes an excellent wine, you have experienced staff. You could put something in about the meal itself, e.g. range of vegetables offered, mints with coffee and so on.

If you are able to start the letter with the customer's name (e.g. Dear Mrs Jones), remember to finish with 'Yours sincerely' instead of 'Yours faithfully' at the end of the letter.

Now produce the menu with your Marketing Executive. Draft it on paper first and then create a final version. The quality of your menu and its presentation may get you the contract if the prices are close. Use the sample letter and template menu as a starting point, though feel free to use your own ideas in the letter and design your menu more creatively.

When you have completed the tender letter and the menu, you must present them to the customer and the Business Manager.

### Sample letter

Nonesuch Catering Company  
Nonesuch Road  
Nonesuch NS1 0PQ  
(01524) 367532

Dear Customer

We have pleasure in enclosing our menu for the dinner at \_\_\_\_\_.

Our final price for the dinner is \_\_\_\_\_.

We hope that the price and the menu meet your requirements. We feel we can offer you \_\_\_\_\_

\_\_\_\_\_

We hope that our tender is acceptable to you and look forward to hearing from you soon. Please call if you have any queries.

Yours faithfully

Manager  
Nonesuch Catering Company

### Template menu

**MENU**

Starter / Bread

◆ ◆ ◆

Main Course including Vegetables and Sauces

◆ ◆ ◆

Dessert

◆ ◆ ◆

Cheese and Biscuits

◆ ◆ ◆

Drinks

◆ ◆ ◆

Wine

# Preparing the presentation

[Project Manager to lead]

Use this checklist to keep track of your progress as you prepare your presentation.

Company name:
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Task	Responsibility	Completed
Company name		
Company logo and business card		
Menu choice		
Menu card designed		
Costings sheet		
Ideas for decoration and /or entertainment		
Letter of tender		
Main points written for presentation: <ul style="list-style-type: none"> <li>• Why your company is the best for the job</li> <li>• Your company USP (unique selling point)</li> </ul>		
Presentation prepared		

You will need to decide how to deliver your presentation. You might want to put together a PowerPoint presentation. Your presentation should include:

- your menu
- your tender price
- the reasons why the customer should choose your company.

Remember, your presentation needs to convince the customer that you are the right company for the job! The whole team should play a part in preparing and making your presentation.

If you want your tender to be accepted then it must be better than the tenders presented by rival companies. So check the main points:

- Does your menu meet the customer's requirements?
- Is the price reasonable and within budget?
- Are you emphasising the quality of food and quality of service in your tender?

# Judging form

	Company name										
To what extent:											
Did the group work as a team?											
Is the costings sheet accurate and well presented?											
Does the menu look like it would appeal to its target customers?											
Is the letter persuasive and well presented?											
Did the team come up with creative ideas (name, menu, décor, marketing)?											
Does the company stand out as different from its competitors?											
<b>TOTAL SCORE:</b>											

**Scoring:**

Add a score out of 10 for each question.  
 1= to no extent  
 10 = to a great extent  
 Maximum score = 60

Your overall criteria for awarding the contract should be:

1. The meal should meet the customer's requirements.
2. The cost should be within budget.
3. You should feel confident about the quality of the catering and the standard of service being offered.

**Notes:**

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# Student self-evaluation sheet

Company name:

**Name**

\_\_\_\_\_

**Date**

\_\_\_\_\_

**What have you learned by doing this project?**

List the three most important things you have learned:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**How well do you think you worked as a team?**

Please circle the appropriate answer:

Very well

Quite well

Not very well

**Did everyone take part and make a contribution?**

Yes

No

**Why do you think that?**

**If you did the project again, what would you do differently?**

\_\_\_\_\_

**What was the best thing about the project?**

\_\_\_\_\_

**How could the day have been improved?**

\_\_\_\_\_

# Key / core skills

Name:	Company name:
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As part of the *We're in business* activity you were involved in you have used a number of key / core skills. It is important to complete this log for the key / core skills you used today! Please tick the activities you were involved in:

Communication	Application of number / Numeracy	Working with others	Problem solving	Improving own learning
Did you? <input checked="" type="checkbox"/>	Did you? <input checked="" type="checkbox"/>	Did you? <input checked="" type="checkbox"/>	Did you? <input checked="" type="checkbox"/>	Did you? <input checked="" type="checkbox"/>
Listen carefully at the start so you understood what to do	Gather and sort out price information from the menu sheet	Plan who was to do each job in your team	Work out who was best suited to each job	Meet the targets you were set e.g. on time, right price and right for the event
Read the information given	Gather and sort out other costs needed for the event	Work with others in your team to complete tasks	Look carefully at the information you were given so you could plan properly	Learn about how to do costings for an event
Discuss what needed doing with others and listen to their opinions	Use the information available to calculate the costings for the event	Meet your objectives e.g. completing tasks on time as a team	Plan the menu to suit the event and use imagination and creativity	Learn new presentation skills
Help to fill in the student sheets, write the menu, tender letter etc.	Present the cost of the event to the customer	Review what you had done with the team before the presentation	Plan costings so you did not overcharge the customer or provide a bad service	Learn to work better in a team
Take part in the presentation at the end			Check your ideas with others if you were not sure of anything by asking open questions	Learn to take charge





