



Caldy Road
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7th June 2021

Dear Parents/Carers,



Enterprise Week – 15th – 18th June 2021

This term we are launching an Enterprise week for all Key Stage Two children (Year 3-6) to participate in during the week of 15th -18th June.

The aims of the project are to develop our children's knowledge and understanding of different types of jobs, how to manage money, how money is spent in designing and making products and primarily how they can contribute to a range of activities that help them to become more enterprising.

Each Key Stage Two class will receive a box of materials to get their project started, but they will also need to follow the brief of keeping their product Eco-friendly. The children will be challenged to create a small business with name and brand logo, design and make a suitable eco-friendly product, making sure they have their target audience in mind, and they will of course need to plan a strong advertising campaign to persuade the consumers to buy their product.

Our Enterprise week will culminate with each class creating a stall at the 'Avalon Marketplace' to sell their products on Friday 18th June. Children and staff from around the school will then have the opportunity to visit the marketplace and hopefully, make lots of purchases!

We would kindly ask that children from Reception to Y6 bring in some pocket money on Friday 18th June, so that they can visit the marketplace and perhaps buy some of the enterprise week products.

As this is a challenge week, there will also be some awards to present! Each Key stage two class will be competing for:

Most profit raised award, Best teamwork award and finally the Most innovative product award.



AVALON SCHOOL EDUCATIONAL TRUST Registered Charity N° 1088050



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At the end of the challenge, each class will work out how much profit their business has made. All profits raised will be donated to a local charity, chosen by the class.

We look forward to an exciting week filled with lots of fun and life-long learning skills for all our young entrepreneurs to enjoy.

Yours sincerely

Mrs J Callaway
Headteacher

