

There are around a million job vacancies across the UK, yet 90% of small businesses think school leavers do not possess the required skills to enter the workplace. Giving young people a practical experience of business before joining the workforce is therefore vital.

MyBnk delivered our Enterprise-in-a-Box workshop to a group of young people in week 10 of their 12 week Prince's Trust Team programme. With ethical products and business and sales training, we gave them their first experience of setting up a social enterprise.

Whahida, 19



When the different roles and responsibilities were divided up, Whahida had little confidence in her skills and was unsure about what she could contribute to the team. We asked her about her interests, which were art and design, so she put her creative talents to work as Marketing Director.

Her team sold Seedbombs, a product designed for sowing seeds in urban areas, and ethical beauty products. They also had support from MyBnk to design their business structure, target market and sales strategy.

She decided to target the products at an older audience and had the idea of using promotions such as 'buy one get one free' to try and maximise sales.

"Before I felt like I was in the back of a car because I was always in the background but now I'm at the wheel driving towards my future." – Whahida.

With these tools at their disposal they managed to sell out of the beauty products and make an impressive total profit of £87. So exhilarated by her contribution to her team's success, she now wants to continue using her marketing skills in her future career.

Richard, 20

For Richard, one of the most challenging aspects of the process was not learning the technical business knowledge required to run an enterprise. For him, it was the communication skills needed to work in a team, interact with the public, and to tackle the final challenge of the programme, putting together a presentation about the group's progress at the end of the week.

Despite his initial reluctance and challenges, such as individuals dropping out, he helped the team to pull together and overcome them, identifying key strengths in his fellow students.



“It felt great to stand up and do a presentation - I’ve never done that before. I felt very proud. We had to communicate as a team and I learned to motivate people”.

Richard was pleased with the way he used his new-found positivity and sales abilities to increase the team’s profits. He thinks the programme has also boosted his confidence and taught him important life skills.

What did the facilitator think?

‘Watching their presentation at the end of the week I was amazed by the effect that participating in the Enterprise-in-a-Box programme had on all these young people. Before this week they never would have been capable of doing this.’

Carol, College of Haringey, Enfield and North East London



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