



MyBnk, South London Press 27/02/16 The young peeps get down to business at Brixton market



Young market traders have doubled their dough after an enterprise

Education challenge.

In just four days, 12 Lambeth 11 to 14-year-olds from IntoUniversity went from drawing board to Brixton Market, using interest-free loans.

The group made £160 profit from an £80 loan by making and selling their own mugs, Mother's Day cards and baked goods.

Experts from the education charity **MyBnk** taught them how to design, sell and market products, write business plans, give sales pitches, and budget.

The Business Battle project, supported by the Big Lottery Fund, is helping young people learn key soft skills like negotiating and customer interaction in London's poorest boroughs.

Keni Duguma, 12 said: "I used to be shy and now I have more confidence than I did at the beginning. I think I want to work on a market stall when I'm older."

Emmanuel Sarpong, 14, said: "I learned that my creative skills with posters and marketing can make a big contribution. We made loads of money, but I'm going to save."