



## What is the Fiver Challenge?

The Fiver Challenge is exactly what it sounds like – a challenge involving five pounds! You and your partner get £5 to start a small business. A business is an organisation or individual that provides goods or services in exchange for money. Businesses aim to meet the needs and wants of customers. Your goal is to turn £5 into more money by selling goods at your stall. At the end, you will see how much profit you have hopefully made – fingers crossed it will not be a loss!

## Key Vocabulary

capital	the money you start with
goods	things you can sell
services	things you can do for people
price	how much you charge for something
cost	how much it costs you to make buy the item
profit	money left after paying for costs
loss	when your costs are bigger than your sales
revenue	all the money you make before costs
marketing	telling people about your stall so they want to come
investor	a person or company that gives businesses money to help their business grow

## What is a business plan?

- A business plan is like a map that shows how a business will work.
- It explains what the business wants to do and how it will do it.
- It includes details like what the business will sell, who the customers are and how it will make money.

## What is the purpose of a business plan?

- Set goals for the business.
- Plan ahead so the business knows what to do next.
- Help the business stay organised and work efficiently.
- Show others (like investors) why they should support the business.
- Check if the business is on track and making progress.

## Ways to encourage your customers to buy things



## Calculating Profit or Loss

$$\text{Profit} = \text{Revenue} - \text{Costs}$$

$$\text{Loss} = \text{Costs are bigger than Revenue}$$

Example: Sell 20 lemonade cups at £1 each → Revenue = £20.

Lemons, sugar, cups cost £8 →

$$\text{Costs} = £8. \text{ Profit} \rightarrow £20 - £8 = £12.$$



## Customer Service

Customer service means helping and supporting people who buy or use a product or service.

- Listen carefully – pay attention to what the person is asking for.
- Be polite and friendly – use kind words like please and thank you.
- Try to solve problems calmly if something goes wrong.
- Work as a team – helping each other makes the job easier.
- Be ready – have everything you need before starting (pens, paper, tools, etc.).
- Stay focused and attentive to your customer – don't get distracted while helping someone.