

Tips to Start a New Business at School

1. **Find out what your customers and school want or buy mostly:** The first thing you need to do is figure out what your peers want to purchase. This can include a wide variety of things. To do this, spend some time observing what the school, teachers, learners, parents, and the community buy and what is popular, consider making a list of popular items.

2. **Know the resources of your potential customers:** Now that you've got an idea of what your customers would like to purchase, you need to figure out what they can and will buy from you. Needless to say, monetary constraints might be an issue. While some of your potential customers might have their own money saved up – from allowances, odd jobs, or other sources – many of them will probably be relying on money from their parents or financial aid if they're in college.



3. **Think about pricing in relation to your potential customers:** Knowing the resources of your potential customers will help inform your choice of goods or services (and help set your prices).

4. **Narrow down the list of potential products or services:** Once you've got an idea of what people want, you can know what your customers can spend, and you will just need to narrow down the list of what you could sell

5. **Think outside the box and consider goods or services that are unique:** Consider starting new services which do not exist around the school.



6. **Determine if there any rules, laws, or ordinances that might restrict your business:** Now that you've identified your market and you know what you want to sell, you need to make sure it's legal and permissible to do so before you do anything else.

7. **Advertising and getting customers:** Now that you've got your products and services set up and you have price points, you need to go about the task of finding customers. After all, customers are going to make your business successful.



Purpose and Importance of Starting Income Generating Activities in School

What does income generation at school mean?

Income generation means creating opportunities, using existing and new resources, to generate additional revenues that can be added to school fees to further a school's objectives.

Importance of creating businesses at school

- Educating students in an entrepreneurial environment in which technical knowledge is combined with the business practices and business management will make them successful upon graduating from the school.
- Financial sustainability of schools
- Improvement of learners' performance (available teaching/ learning materials, teachers are motivated, good learning environment)
- The satisfaction of teachers (paid on time and given bonus)
- Presence of teaching /learning aids in schools for almost all subjects (crops, domestic animals, plants)
- Farming activities will create a friendly environment school (School gardens,)
- Increased relationship between schools and the community (Selling them different school products, employing them)
- Parents satisfaction will be increased
- Promoting learning by doing through different school projects
- An easy way of solving different social-economic problems among the staff and students (Sicknesses, death,)
- An easy way of responding to any financial crisis that might occur at the school.



Examples of Businesses Schools can Start After Re-opening



Developing books at the school level to sell to parents: Workbooks can be developed monthly, and parents return them to schools at the end of the week or month for marking. Workbooks should contain activities as per the learners' level. Schools can also write and sell children's books to parents.



Stationery shops: Learners always need books, pens, bags pencils, and other school materials. If all these materials are bought at school, this will be another source of income for the school.



School uniforms: Schools can also tailor and sell school uniforms to generate additional revenue.



Babysitting Business: Most parents are worried about the security of their babies once they are left with housemaids. This is an opportunity for the school to think about how they can provide this service



School market day: Schools can engage learners in different projects and artworks that can be later sold to parents.

Businesses that Schools Can Run During the Pandemic



Farming activities at school: School land can be used for farming activities including growing crops and vegetables. Livestock farming and animal husbandry can also be adopted to supplement growing crops and vegetables. This product can be used to support the school feeding program or be sold to the community.



Renting school property and buses during school holidays. During this time, the schools can rent their property and school buses to generate additional income for the school. Schools can also rent out sports courts, or other facilities to other schools or the public for after hours. Renting out facilities is also a fantastic way to make a positive difference to your community. School land can also be rented to staff members to carry out farming activities



Foreign Language Instruction and IT training : It is very easy for schools to start language classes since they have almost all resources including teachers, rooms and teaching materials



Cybercafé services: Some schools have computer labs and Wi-Fi, this can be used to generate income for the school especially the time learners are not in school like weekends, holidays, and evening time and currently when schools are closed.



Printing services: This service is needed by many people around the school. The same printers that schools use to print different class works can also be used to generate money for the school.



Developing a Donor Base that provides annual funds and a growing endowment by:

- Developing relationships with old students (Alumni/Old Students Association)
- Build external donor relationships and providing giving opportunities for philanthropic endeavors
- Maximizing giving from internal resources like parents, and board members
- Having parents approach the church they attend for gifts (scholarships)