



PMF/SAL

July 2012

Dear Student

MAKE IT YOUR BUSINESS TO BUILD A BETTER FUTURE FOR YOURSELF!

Today, young people need to be more adaptable than ever before, prepared to change career direction in response to opportunity and to learn new skills throughout their working lives. In other words, they need to be enterprising. Young Enterprise's Company Programme gives thousands of students each year the opportunity to prepare for this working life through the experience of running their own company, supported by volunteer Advisers from business.

Students aged 15 to 19 (known as Achievers) set up and run their company over the course of one academic year. They elect a board of directors from amongst their peers, raise share capital, and market and finance a product or service of their own choice. At the end of the year they present a report and accounts to their shareholders.

Achievers gain experience of the real world, taking responsibility and being accountable to their shareholders for the running of the business. They attend Trade Fairs at which they sell their product or service. There is also an annual competition to identify the top companies in the UK and Europe.

In the past year, over 39,000 students took part in the Company Programme forming around 3,200 companies. The Company Programme can be run in or out of school/college hours, by single establishments or by several in collaboration. The programme can contribute to meeting curriculum objectives for GCSE, A level, GNVQs, NVQs and a range of other qualifications.

"Those early days of company formation at Young Enterprise are a great introduction to the world of business start-ups. The only difference this time around is that the numbers are bigger!"

Richard Vivian

Entrepreneur, running own company, Big Sky Audio

Benefits to students

As a result of running a YE company, achievers gain:

- An understanding of how a business works and how wealth and employment are created.
- The ability to work in a team.
- Improved communication skills.
- More enthusiasm and self-confidence.
- A willingness to take responsibility and initiative.
- Time management skills.
- Experience of key business functions such as marketing, financial management, sales, customer care and personnel management.

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“By far the most rewarding experiences were preparing for the regional and national finals where I got my first real taste of public speaking and presentation skills. I owe a lot of my presentation abilities that I have now to those presentations. Also, the success we enjoyed made the team even more enthusiastic and great friendships were formed during this time.”

Stephen Graham
Project Leader, Ultrafine

Competition

At the end of the academic year, the Young Enterprise companies have the opportunity to enter a competition that runs at local, regional and national levels. A variety of awards are at stake including the UK Company of the Year title and a trip to compete in the European finals. Achievers present their company and the skills they have learnt through their end-of-year report, an exhibition stand and a short presentation. Judges look for innovative approaches to meeting the challenges of running a company. They also look for flair, creativity and enthusiasm at each stage of the judging process.

Please consider carefully this opportunity to take part in the Company Programme and take this letter home to discuss with your parents.

Yours sincerely



P Moore-Friis
Young Enterprise Coordinator