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# So, you know a young person who wants to be an entrepreneur?

A practical guide for Careers Advisers,  
Teachers, Parents & Carers



Llywodraeth Cymru  
Welsh Government

Well, they're in good company with over 5 million people in the UK<sup>1</sup> currently studying or working by day and running a business in their spare time. It's not easy, but if they have a great business idea, plenty of energy, and are willing to learn, the resources we have developed could help get their business off the ground.

As a Careers Adviser, Teacher, or Parent/Carer you can help a young person succeed by giving support and guidance, but we know that not everyone has experience of starting a business, so this resource has been developed for you to use alongside the young person's booklet.

Don't worry, you're not expected to become an expert Business Adviser, this is just about supporting the young person with their interests, skills, and aspirations, and signposting where appropriate.

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<sup>1</sup>Enterprise Nation

Parent/Carer:



If you are a Parent or Carer, look out for the icon for further ideas on how to support the young person at home.



The Reading icon indicates an external link to an article or information to support the subject being covered.

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This guide has been developed as part of a suite of new resources to support Welsh Government's long-term commitment to Youth Entrepreneurship.

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This resource is separated into four different sections for the young person to work on. In each section, there is a **Next Steps** box where they are encouraged to take action and write down their thoughts and plans. It’s recommended they talk each step through, and/or ask for help from, a trusted adult.

The shaded boxes with an inside border like this one contain text directly from the young person’s resource.

## What the law says about someone under 16 years of age starting a business

Anyone can start a business at any age, but if the person is under 16 they must:

- Limit the hours they work during term-time e.g. not before 7am or after 7pm, no more than 2 hours per day on school days and Sundays, and a maximum of 5 hours on Saturdays for 13-14 year olds (8 hours for 15-16 year olds). During school holidays, 13-14 year olds can work a maximum of 25 hours each week, or 35 hours per week for 15-16 year olds.
- Make sure the business doesn't stop them from going to school or affecting how well they do there.
- Get support from a trusted adult (someone aged 18+ who they trust such as a Parent/Carer, Teacher, Careers Adviser, or family friend) who may also need to help with the legal side of things.



More details on the permitted hours/days of employment for under 16 year olds is [available here](#).

Although **the restrictions don't apply to someone running their own business** it's important to think about how the young person is going to balance this with their education, health, and well-being.

**Encourage them to talk through their plans by:**

- **Discussing how much time they think they will need to spend in getting the business started and then running it, and when it will run e.g. school holidays only, or throughout term-time.**
- **Helping them work out how much time they actually have available in between going to school, doing homework, and any external commitments. How will they manage this, and how will they feel about giving up 'social' time with friends and family?**

Balancing school work, extra-curricular activities, and a business requires effective time management skills so **discussing some tips and strategies to help them manage their time effectively could really help. These may include:**

- **Helping them set clear goals for their business - Do they want to make a certain amount of money or learn new skills? How long do they think this will take?**

**Helping young people understand how they respond to experiences, and supporting health-promoting behaviours is all part of the Health and Wellbeing Curriculum for Wales. [Place2Be](#) have some excellent free resources for teachers to support this. (please use this link <https://www.childrensmentalhealthweek.org.uk/schools/welsh-activities/> for the Welsh version of this resource)**

- **Using the Eisenhower Matrix (a simple example below) to help with decision making by categorising tasks to the options listed below.**



- **Encouraging them to work out a weekly schedule that allocates time for school, extracurricular activities, and business. (Welsh Version link below).**

**Talking about looking after themselves is important too.** Whilst they may be excited about becoming an entrepreneur, they do need to make sure they practice self-care such as exercise, relaxation, and spending time with friends. Balancing school and their business with personal time is crucial for long-term success and well-being, so **talking about what matters to them, and what causes them stress**, will help focus the conversation on how to help achieve that balance.



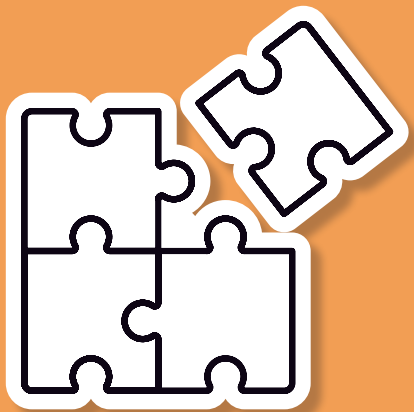
**Parent/Carer:**

You can help create a schedule that balances school, extracurricular activities, and their business using pen and paper, or a range of productivity tools and apps such as [Todoist](#), [Microsoft ToDo](#), or [Calendar apps](#). Let the young person decide what will work best for them. Helping them understand the concept of 'time blocking' where specific time slots are allocated to specific activities will help keep their focus and prevent procrastination.

### **Activity:**

Give young people the opportunity to learn effective time management skills at home through activities such as putting together a family calendar, or turning household chores into a game by setting deadlines and using timers.

# DISCOVER



- **All About Business**
- **All About You**

This section is designed to help the young person learn about the skills and qualities needed to run a business, and explore their own skills set and characteristics. It gives insight into the realities of being an entrepreneur, and helps them understand whether their business idea could work.

## ALL ABOUT BUSINESS What is an entrepreneur?

An entrepreneur is someone who starts their own business, but may have to take a few risks to make it happen. Not everyone is cut out to run a business but having the right attitude and a passion for what you want to do will definitely help.

### Next Steps:

Think about the type of person you think would be good at starting their own business. What kind of skills and qualities would they need? Is there an entrepreneur you particularly admire?



Watch [this video from Big Ideas Wales](#) to discover more about what is an entrepreneur.

- **Talk about businesses the young person may be familiar with** – this could be big brands such as Apple or Nike, or those local to where they live such as a coffee shop or independent sports shop. Who runs the business? What kind of skills does that person/those people need to make the business successful? Prompt with suggestions such as determination, time management, resilience, good communication, hard-working.
- **Discuss their thoughts about what an entrepreneur is. Do they have someone particular in mind who inspires them (a role model)?**

Everyone has to start somewhere. Talking to local people who have started their own business from scratch will provide good insight into what it's really like.

Can you introduce a local business owner to the young person?

Are there careers events coming up that will give them an opportunity to talk with local business owners?

### What makes a good business?

To be an entrepreneur you need a business idea. Then, you need to think that idea through:

- Does it solve a problem for people?
- Can I make money from it?
- Is it something different to what's already out there?
- Will I be doing something I enjoy?

If you're working around school and don't have a lot of money you might also need to think about an idea that means you can:

- Work from home
- Do flexible hours around school and other commitments
- Start the business without much money (capital)

### Next Steps:

Is your business idea a good one? List out why you think it is, and talk that through.

Is there a space you can use at home to run your business from?

How many hours do you think you will need to put in to get the idea off the ground?

Take a look at the list of Business Ideas at the back of this resource, or check out the [Ideas Generator](#) from Big Ideas Wales.

## DISCOVER

### What makes a good business idea?

The key to a good business idea is keeping it simple and making sure it matches the interests and skills of the young person. There are a few practical things to consider too such as:

- **Location** – A home-based business will be easier to run, saving on transport costs.
- **Flexible hours** – A business that has flexible hours will allow the young person to work around school and other commitments.
- **Low or no financial investment** – most young people won't have a lot of money so ideas which have low or no start-up costs will help.

### Other things to think about are:

- **Niche is nice** - Niche businesses can be great as they focus on particular needs of specific people. For example rather than selling 'vintage clothes' they could be the go to person for vintage accessories or Men's vintage t-shirts.
- **Is there a gap in the market?** - Is there something they want but can't find? This could be a product or a service. Perhaps there's something already out there that could be improved on. This is a market opportunity. Many good ideas have come from identifying market opportunities.

**Try to keep the conversation focused on what the young person's passion is** – this will drive their business idea. Turning a hobby into a business is a popular way of making a living. Great ideas for young people include photography, baking, art & design, computer repairs, and vlogging. There is a [list of business ideas](#) at the end of this resource.

### The good and not so good things about starting a business (risks and benefits)

#### Did we mention it's not easy starting a business?!

It's not to put you off, just to make sure you know that like a lot of things in life, there will be some challenges. Here are just a few:

- Every year in the UK, 1 in 5 new businesses will fail
- Starting a business, even a part-time one will take up your time that you might have used to go out with friends, play games or watch TV.
- Running a business can be stressful, there's never enough time, things don't always go to plan, and sometimes customers can be difficult.

How do you feel about these statements? Maybe you think there's no point trying to start a new business if 1 in every 5 fail each year. Or perhaps you look at it differently and focus on the 4 out of 5 new businesses that succeed?

Think about how an entrepreneur might respond to these statements.

#### Now for some of the good things!

- As a young person you don't have all the responsibilities of an adult (think mortgages, cars etc.) so there is less to lose if things don't work out, and more money to make!
- Starting a business at a young age can give you a head start when it comes to applying for jobs or college/university because of all the brilliant skills you're learning (problem-solving, managing money, communication, managing your time, and lots more).
- Your brain works faster than most adults, which means you can learn and adapt quickly.

#### Next Steps:

What other good things about starting a business would you add?



The statements on the previous page are there to help the young person think about their 'mindset' and how they respond to, and deal with, challenges. Juggling school and a business means it will be difficult to find time for themselves, or meet with friends, so it's important to talk about ways they can relax away from school and the business (recall the earlier conversation about looking after themselves).

**Talk through the young person's responses to the statements.** Do they feel they have a positive can-do mindset? Will their excitement about the business be enough to help them through any challenges?

**Ask them to think of times when they've faced challenges in school or at home? How did they overcome these? What skills did they use? Did they ask for help?**

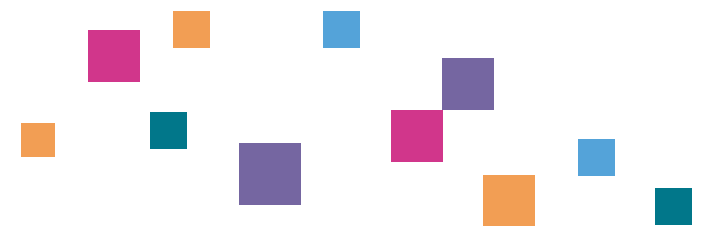


This [article](#) gives further information about the pros and cons of starting a business as a young person.

**Parent/Carer:**



It's important to show interest in the young person's business idea, so using encouraging words such as "I'd like to know more about that" and "I can see you're trying really hard" will let them know they are supported.





## ALL ABOUT YOU

**Don't skip this section! It's not easy working on yourself, but it's a really important part of making your business a success, and working out what or who you might need to help you.**

- Do you think you have what it takes to start a business?
- Do you give up easily, or try to work through problems?
- Are you ready to give up some or all of your social life to make this happen?

Even if you're confident about starting a business, it's worth having a chat to people around you such as family, friends, or teachers. Ask them about the kind of skills and talents they think you have - you might be surprised, and it may lead you to think about some completely new business ideas.

### Next Steps:

1. Complete the Enterprise Catalyst quiz - it's only 10 minutes!
2. Speak to friends, family, teachers, and careers advisers about your business idea, and the kind of skills and talents they think you have.
3. If there are gaps in your skills, think about who could support you with those.

The **Enterprise Catalyst** is a 10 minute online quiz giving insight into the young person's attitude towards enterprise. It covers their motivation and drive, willingness to learn, and their personal learning and thinking styles.

- **Talk through the results with the young person.** Is there anything in the results that surprises them? Which areas do they feel they will need help with, and where will that help come from?

**This section links to the Welsh Baccalaureate in relation to Enterprise and Employability Skills. You could use a simplified grid listing particular skills e.g. perseverance, integrity, communication etc. where the young person uses a mark system of 1-5 to indicate their level of confidence in each with 1 being the lowest, 5 the highest.**

- **Are there people you could introduce to the young person who will help them learn more about the area they want to start a business in?** For example, if they're keen on fixing up computers or selling their artwork, talking to someone in a computer repair shop, or a local art gallery could give them insight into the industry and the skills and qualities needed to run a business in that field.

### Parent/Carer:



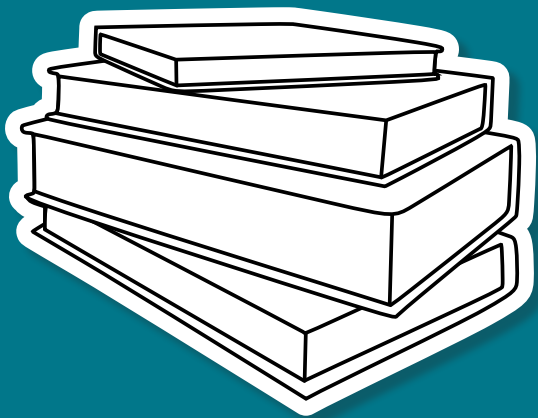
A skills share activity at home is a great way to recognise and respect skills and abilities from family members who could possibly help out with the business in areas the young person feels less sure of. Over the course of a week, each family member decides on a particular skill they have which they would like to share with others. This could be an older sibling helping a younger one learn how to cook, or a parent/carer showing others how to manage a household budget.



This **Youth Economy Report** looks at ways in which young people are making money, and what it means for the future of work.



# EXPLORE



- Your Business Idea
- Your Customers
- Let's Spy!

This section explores the young person's business idea in more detail. They will look at customer profiling, competitors, and pricing.

## YOUR BUSINESS IDEA

One of the main reasons a business fails is because there isn't a plan. Having an idea in your head is fine, but writing things down about your business idea, customers, and the goals you want to achieve will help make it real.

### Next Steps:

Look back at **DISCOVER** to remind yourself what makes your business idea a good one. Will you be selling a product (lemonade, cakes, jewellery) or a service (car washing, graphic design, computer repairs)? Write down where you are going to run the business from and how often will you run it e.g. in school holidays or all year round. Now set some goals about when you want the business to start, and how many sales you want to make.

Encourage the young person to write down their business idea with clarity, including where and when it will run, giving at least two reasons why they think it will work.

Explore what they want from the business (apart from money!); how they see it fitting into their life both at the current time, and perhaps into their bigger life goals.

Help them set SMART goals for the business.

Don't worry if they can't articulate bigger life goals at this stage, what's important is to get an idea of their reasons for wanting to start the business, and helping them set small, achievable goals to get there.

Young people's brains are still under-developed when it comes to being able to plan and get organised, but you can help by encouraging them to write down their goals for the business, making sure these are:

#### **S**pecific

A clear and well-defined statement about the business idea

#### **M**easurable

How will they measure progress; set milestones

#### **A**chievable

What's needed to make it happen e.g. skills, tools, help from others

#### **R**elevant

Links to their interests, and ambitions

#### **T**imely

Set deadlines that are realistic according to commitments

Take care to make sure the goals are realistic. For example, if they say they want to start their business next week, but they've not yet done any market research, or thought about pricing then it would be better to help them look at what specific goals can be achieved in the next week e.g. market research, before moving closer to the launch. Small, realistic goals will also help them see progress, and avoid frustration in feeling things aren't moving quickly enough or they're not achieving what they set out to do.

### Here's an example of using SMART goals for starting a small business:

**Specific Goal:** To start a part-time business making and selling my own jewellery locally, and online through Etsy.

**Measurable:** I will be ready to sell my first 5 pieces of jewellery within 1 month, and will have made 10 items of jewellery to sell at the local Saturday market within 2 months. I will register with Etsy, and within 3 months will have sold 5 items of my jewellery on there, starting to build a customer base.

**Achievable:** I will ask my family to help me let people locally know that I will be at the Saturday market, and set up a social media account with a link to my Etsy page which my parent will set up for me. I will have business cards made up with a link to my Etsy page that can be given out at the local market. I will ask for help from friends to spread the word about my new business.

**Relevant:** Selling handmade jewellery in this way will help me earn some money by doing something that I love and have a talent for.

**Timely:** Within 6 months, I will have an established business selling at least 3 items of handmade jewellery per month bringing in an estimated net income of £25 per month.

Having a record of, and sharing these goals, will help keep the young person on track and ensure motivation stays high. It will also help them manage their time, and feel good about themselves.

## LET'S SPY!

Someone selling the same product or service as you is called a **competitor**. They will also be a competitor if they are selling something very similar to what you are selling.

- Who is selling the same or a similar product or service as you?
- How much are they charging?
- Why will customers choose to buy from you and not them?

## Next Steps:

List at least 2 reasons why someone will buy from you and not a competitor. If you can't think of any, then your customers probably won't be able to either! What makes your business different from a competitor?

Ask a friend or family member to help you find out more about your competitors. Visit their web sites, read their online reviews, look at their social media accounts. Find out as much as you can about what they do well, and not so well.



Read '[Checking out the Competition](#)' from [Business Wales](#).

### The first task is to identify competitors of the business.

They may not be offering exactly the same product or service, but are likely to be reaching the same group of people (the target customer). The young person will need to decide whether their business is going to stay local, or if they want to go regional, or national. This will then determine the range in which to search for competitors.

For example, if the business is a dog walking service, there will be a limit as to how far they can travel to offer that service e.g. within walking distance in which case, they need to look for anyone-else who is offering dog walking services in that particular radius only. If, however, the business aims to be national or international e.g. a vlogger, the field is wide open, so they will need to look at who is vlogging nationwide or even internationally in the content area they wish to cover. If it is a very saturated market with many people offering the same service or products, they are going to have to work harder at identifying what is going to distinguish them from others.

Gathering data on competitors can be tricky, so encouraging help from family and friends will be beneficial. Try a **grid system** (shown below for a computer repair service for phones and tablets) to help note the differences:

Name of competitor	What they offer	How much they charge	How are they promoting themselves?
Competitor 1 Company (work from home)	Similar but not the same e.g. only fix PCs not phones or tablets	Priced per job or £15 per hour	Local newspapers, word of mouth, local social media groups
Competitor 2 (Company with high street premises)	Direct competition - repair of phones or tablets	Priced per job or £15 per hour. While-u-wait service	Walk-ins from high street; social media
Competitor 2 (Freelance)	PCs, tablets, but no phone repairs	Priced per job, or £10 per hour	Local social media groups, word of mouth

You'll see from the grid that it can be difficult to find out how much competitors are charging, so some industrial espionage may be called for by asking a friend or family member to enquire how much the competitor might charge, for example '...to fix a tablet that won't switch on...'

The grid can easily be adapted to include columns for other observations such as notes about quality of reviews left by customers. All this data will be helpful in working out:

- What the competitors are offering
- How well they are doing it, and
- How this new business will persuade customers to come to them

## YOUR CUSTOMERS

**You could have the best business idea in the world, but without customers (or sales) there is no business.**

- Who is going to buy from you?
- How much will they pay?

Finding out the answers to these two questions is called **Market Research**.

Let's look at who is going to buy from you. This is called the demographics.

- How old are they or is there an age range e.g. 16-25 year olds?
- Do they live locally, across the UK, or world-wide?
- How many people of that age in that area are there? This gives you an idea of the size of the market you are trying to reach.

### Next Steps:

Visit the **Office of National Statistics (ONS)** website with a trusted adult to find information on population data for your business such as how many people of what age live where. Next, list out ways you would like to reach potential customers to ask them information such as how much they would pay for your product or service. This might include online surveys, or talking to them directly.

**Market research** is an important part of working out whether there are sufficient people to buy the product or service.

**Discuss the kind of market research the young person would like to undertake such as:**

- Talking to potential customers
- Setting up an online survey e.g. [Survey Monkey](#) (Basic Plan is free)
- Secondary research e.g. industry reports
- Competitor analysis (see previous page)

**Encourage the young person to speak to people *other than family and friends* to give more independent feedback.**

### Next Steps:

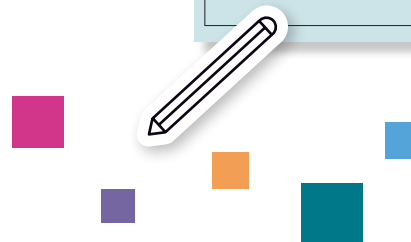
Write down details about your ideal customer covering areas such as their age, location, gender, which social media platform they like to use. Don't forget to think about any '**pain points**'.

**Customer Profiling** is a way to help define an ideal customer for the business. This may include age, gender, location, interests, where they spend their time online, disposable income etc. It also includes any 'pain points' - areas that could be a stumbling block in decision making such as a cost of living crisis affecting how much they are prepared to spend.

For a simple business such as a lemonade stand running during the Summer holidays, the profile of a customer could be they:

- Live within a 1-mile radius of the lemonade stand
- Have children
- Are more likely to be home during the daytime
- Have limited money to spend (pain point)

Lemonade stands are a popular activity, especially during school summer holidays, so **focusing on what's going to make this particular one special is important**. For example, offering a children's activity alongside enjoying a glass of lemonade might just be enough to sway customers to spend their money here rather than over there!



## EXPLORE

A different business such as one selling a handmade product may need more detailed profiling such as:

- Age range e.g. 18-25 years
- Gender e.g. predominantly male/female/non-binary
- Where they are spending their time on social media e.g. Facebook/TikTok
- Preferences such as handmade/artisan as opposed to mass manufactured
- Pain points – buying a 'luxury' item during difficult financial times

Work up an action plan with the young person to help them decide what their ideal customer looks like, and what they need to find out based on the suggestions above. Who can help them with the profiling and market research?

Explore what makes their business different from others.

It is also worth discussing how they will feel and what they will do if the feedback from the market research is not as positive as they had hoped for e.g. people said they wouldn't use the service on offer.

### How much will Customers pay you for your product/service?

It's no good charging £5 for something when customers are only happy to pay £1. There are lots of ways to find out how much customers will pay for your product or service such as speaking to them in person, running an online survey, or looking up information online.

### Next Steps:

Decide how you are going to find out what customers will pay, and make a plan for when you are going to do this. Your trusted adult can help you with a survey sheet or setting up an online survey. Is there anywhere online that may have the information you need? When you're speaking to customers, think about when you're going to be running the business (e.g. in school holidays) and try to find out if this will suit them. If not, you may need to have a re-think about timings.

### The Price Is Right

Now you know how much customers say they will pay for your product/service it's important to be sure you can make some money **(a profit)** either for you to keep, donate to charity, or put back into the business. You'll need to work out how much setting up and running the business will cost, and whether charging what the customer says they will pay will make you enough profit.

The information gathered on competitors will give some idea of how much customers are currently paying for the same or similar products or services. However, talking directly to customers asking them what they think (of the product/service), and how much they would pay will build confidence in the business idea. The example shown on the next page features a lemonade stand running from home during the school holidays.



## EXPLORE



**Business:** Lemonade stand, running from home during school holidays

Charging £1 per glass of homemade lemonade (based on **market research**)

**To set up the business I need:**

Lemons, lemon juicer, fizzy water, jugs, glasses, table, bunting, posters, price list.

**Start-up costs:**

To sell 50 glasses of lemonade, I will need to buy 40 lemons, and 6 bottles of fizzy water. **This will cost £15.** I can borrow jugs, juicer, table, and bunting from family/friends who will also help me with posters and price list for free.

50 glasses of lemonade @ £1 each  
= £50 **sales income**

Less **costs** of £15

= £35 **profit** (money for me to keep)  
for every 50 glasses sold

This example shows that charging £1 for a glass of homemade lemonade will more than cover costs and make a profit. If, however, they have to pay for any items that they thought were going to be free such as bunting, then the profit will be much less as shown below. ▼



£1 per glass of homemade lemonade (based on **market research**)

**Start-up costs:**

To sell 50 glasses of lemonade, I will need to buy 40 lemons, and 6 bottles of fizzy water. **This will cost £15.** I also need to buy bunting (£5), a juicer (£2), and pay for printing of posters and price list (£10) totalling £17. I can borrow a table from home.

50 glasses of lemonade @ £1 each = £50 **sales income**

Less **costs** of £32

= £18 **profit**  
(money for me to keep)  
for every 50 glasses sold

## Next Steps:

Looking at the second example, would you change the price charged for a glass of lemonade so you could make more profit? How much would you charge?

Do you think the change in price will affect how many customers buy from you?

**Deciding whether to change the pricing to make a bigger profit, will give an insight into the young person's motivations for running the business, and what matters to them.**

**This is also an opportunity to talk about how they are valued through the pricing strategy.** For example, handmade items can take several hours to make, but if the pricing was based on £x per hour of the person's time, it could result in a very expensive item!





## EXPLORE

**Pricing** (working out how much to charge so you cover your costs and make a profit) is an important part of making your business a success.

### Next Steps:

Using the examples above, work out how much you are going to charge for your own product or service taking into account the **market research** you've done. How does this compare to what your **competitors** are charging? Remember, if you're offering a service, you'll need to work out how long it will take you to deliver the service as well as any items you'll need to buy to be able to offer it. There is more information about Costs, Price, and Value at [Business Wales](#).

## Take a look at the examples below to calculate pricing for a handcraft product-based business, and a service-based business.

### Handcraft, product-based business:

- 1. Supplier costs** Add up the costs incurred to make the product e.g. supplies cost £2 per item. Encourage negotiation with suppliers to try to bring costs down where possible, and always check if the cost includes VAT and postage where applicable.
- 2. Hourly rate** - decide on the hourly rate they are happy with e.g. £10 per hour.
- 3.** Now calculate the **time cost** by working out how long each product takes to make e.g. if it takes 30 minutes to make one item, then the time cost will be £5.
- 4. Price per item** - Add the time cost (£5) to the materials cost (£2) to give the price per item (£7).

£7 may seem a small figure to charge, but if competitors are offering the same or similar product for £3, the business is either going to have to work hard at explaining how this product is superior, or they are going to have to drop their price. **Go lower, or be better** is the message here.

Hand-crafters who are running their businesses full-time will often take this process a step further and include:

- 5. Adding a mark-up** - this is the profit they would like to make on top of the overall costs of supplies and their time. Amounts can vary between 5% to 20% with the average being 10%. If 10% was added to the example above, this would result in a **retail price of £7.70**.

### Service-based business:

The focus is on how to value time and expertise. Much like the handcraft industry, it is often an area where business owners struggle. Here is an example of how to calculate pricing for a service-based business such as offering computer repairs:

- 1.** Work out the **estimated business running** costs over a year. This could include telephone, tools/equipment, and marketing, and add in how much the business owner wants to earn. Let's say a total of £1000 per year for everything.
- 2.** Now write down how many **available hours per week** the young person can work on the business e.g. 5 hours per week, over a period of 30 weeks per year, for around 65% of the time (they may be poorly, have extra schoolwork to do etc.). The calculation looks like this:

$30 \text{ weeks} \times 5 \text{ hrs per week} \times 65 (\% \text{ of time available}) \div 100 = 97.5$  available hours per year

- 3.** Take the £1000 (estimated running costs per year) and divide by the number of hours available (97.5). This gives an hourly rate of £10.25 per hour or £51.25 for a 5-hour day.

Similar to the handcraft business, this may seem like a reasonable figure, but it's important to check back on what competitors are offering for the same or similar service.





Whatever the results of the calculations, it is important to look at both how the young person feels the pricing is valuing their time and skills, as well as:

How it compares to what competitors are charging

Whether it reflects the value of the product or service

Whether customers will pay that price

**For young people not keen on, or lacking confidence in, maths and numeracy skills this is a great exercise for them to apply their understanding to a real-world situation.**



Parent/Carer:



If the young person is running their business from home, it's worth having a conversation about the cost of things such as electricity or Wi-Fi they may be using, even if you are planning not to charge them for this!

### Activities:

**Sharing our goals with others** helps keep us on track. Encourage family members to share their goals (no matter how small) and post up in a place where everyone can see them, alongside the young person's goal for launching their business.

**'Values Jar'** is a great way to explore what matters to us. Write down a range of scenarios or questions (examples below, but you can make up your own) on separate pieces of paper. Fold them up and pop in a small jar. Bring the jar out at family mealtimes or whenever it feels right. Each person takes one question/statement at random, reads it out, and gives their answer followed by supportive discussion.

- Is it better to have too much of something or not enough of something?  
\_\_\_\_\_
- Describe your perfect day.  
\_\_\_\_\_
- If you could do a good deed anywhere in the world, what would you do and where?  
\_\_\_\_\_
- If you could create one law that everyone had to follow, what would it be?  
\_\_\_\_\_
- Name a skill you have that you could teach someone-else.  
\_\_\_\_\_
- If you were stranded on a desert island, what would be the one thing you couldn't manage without?  
\_\_\_\_\_
- What is your least favourite household chore? Why?  
\_\_\_\_\_
- How have you shown kindness today?  
\_\_\_\_\_

# CHECK THE SMALL PRINT



## The Legal Things

This section looks at the legal aspects of running a business, from deciding how it will operate, any insurances or permits that may be needed, through to managing money, and intellectual property.

[CHECK THE SMALL PRINT >](#)

## BANK ACCOUNTS

You won't be able to get a business bank account until you're 18, but from age 11 you can open a personal bank account in your name and use that for managing money you make or spend through the business. You will usually need a trusted adult to give their permission for you to have a debit card if you're under 16. Some banks will need a signature from a parent/guardian to agree to you having the account.

### Next Steps:

Talk to a trusted adult about how you are going to manage the money going in and out of your business. Will you need to open a bank account or can you just keep a paper record?

Depending on the type of business they want to start, the young person could be:

- Handling cash
- Sending invoices and receiving payments via bank transfers
- Taking online payments

**Once decided, you'll need to talk about the best way of keeping track of transactions through the business.** If they want a bank account specifically for the business but will be taking cash, how are they going to pay this in with so few bank branches available in the high street?

- **Is a bank account necessary at this stage?**
- **How are they going to manage the money coming in and going out?**
- **Where and how will they keep financial records?**

As a general rule, young people under 16 cannot have their own bank account without parental/guardian consent. Parents/guardians can apply for a debit card on a child bank account, usually from age 11 years.



**Top ways for young people to make money online and how to do it.** This is a [useful article](#) about prepaid cards or debit cards for under 18 year olds.

### Parent/Carer:



If the young person has pocket money, how do they manage that? Are they a spender, a saver or both? Prepaid debit cards can help young people learn about managing money. They can be used to make purchases anywhere including online (you can place restrictions) that accepts debit cards, but only money available on the card can be spent i.e. they cannot go overdrawn.



## BUSINESS TYPE

**No, not the font you're going to use, but the kind of structure you'll set up for your business. The two main types are:**

➤ **Sole Trader** – a business owned and run by one person (that would be you!)

Most new businesses start as a sole trader. It's really quick to do and you can be a sole-trader at any age.

➤ **Limited Company** – a legal structure which may involve more than one person, including people who have shares in the company.

You won't be able to set up a Limited Company until you're 18, so we're not going to say much about it here other than it's a bit more complicated to run because there are lots of regulations (laws) you have to follow. If you want to find out more about what a Limited Company is and why it might work for you, take a look at the 'Help' section at the end of this resource.

### Next Steps:

Are you happy to be a sole trader to start your business? Is there someone you can speak to locally who is a sole trader so you can find out more about what it involves?

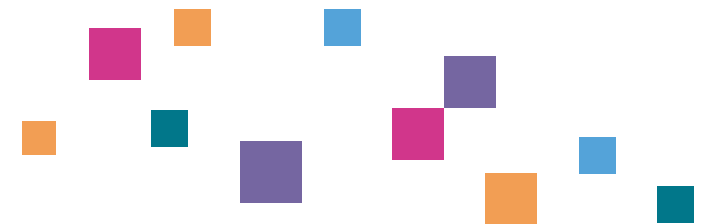
Most businesses start life as a **sole trader**. This is the simplest option as it's easy to set up, with less paperwork, and all the profits go to the business owner. There can be downsides of course, such as the owner is fully and personally liable for any debts the business may incur, but hopefully that's not something to worry about now or in the future.

At age 16, a young person can become a Director of a **Limited Company**, but this structure is more complicated than being a sole trader and means the business itself becomes a legal entity, owned by shareholders. There are benefits such as having limited liability, as well as potential tax savings, but there are a lot more regulations to consider. Failure to adhere to those could result in substantial financial penalties, investigation from HMRC or in extreme cases, imprisonment.

It is possible for someone under the age of 18 to be a shareholder in a Limited Company, which can give them a great opportunity to get involved and understand how things work, but as a general rule the recommendation is to start as a sole trader first. It's always possible to switch from being a sole trader to a Limited Company at a later date.



Find out more about the legal options for setting up a business [here](#), and further information from HMRC [here](#).



## TAXES

### Did you just roll your eyes? Pay attention!

Even if you're running a part-time business as a young person, you may still have to pay tax so it's important to keep an eye on how much money you make from sales of your product or service. You can make up to £1000 worth of sales a year on a business without having to pay tax on it, but if you go over that magic amount then... read on.

Anyone who brings in over £1000 a year from sales of their business will have to register to (possibly) pay tax, even if you're under 16. So what does that actually mean? In a nutshell, you'll need to register your business (as a sole trader) with the **HMRC**. The who? His Majesty's Revenue and Customs (HMRC). This is the organisation that manages all types of taxes across the UK and makes sure everyone pays what they should.

### Next Steps:

Don't panic! The main thing is to make sure you keep a record of sales you make through your business. Your trusted adult can help you with this and will have lots more information about registering with HMRC.

Taxation is based on income, not age. Whilst anyone under the age of 16 is exempt from paying National Insurance, they are not exempt from paying tax. Everyone has a personal allowance of £12,570 per year, which means they can earn up to that amount before tax becomes due, however **if a young person earns £1000 or more in a single tax year, they must register for self-assessment with HMRC**. Earning anything less than £1000 per year is covered under something called the 'trading income allowance'.

Discuss how much the young person thinks they will make in sales over the course of a year, and explain that they will need to register with HMRC for self-assessment if that amount goes over £1000pa.

Explain that registering for self-assessment does not mean they will pay tax on what they have earned as they have a personal allowance of £12,570 which means they can earn that much before tax is deducted.

Remind them of the importance of keeping track of finances (money in and out).

As young people are not issued with a National Insurance number before their 16th birthday, they will not be able to register for self-assessment online. Instead, **a form SA1 can be completed, and returned by post** (Note: the form says that it should be used for any reason other than self-employment income, but this is the only way to enable someone under 16 years to register.) This allows HMRC to send out a UTR (Unique Tax Reference) number with which you can set up a Government Gateway account to keep your child's tax records and submit their annual self-assessment tax returns.



Further information from HMRC is available [here](#), or read more about paying tax on children's part-time businesses [here](#).



## INSURANCE AND PERMITS

### Does this small print never end? We're nearly there...

Some businesses may need special insurances or permits to run, such as if you're selling homemade food or drink, or if you make a product that comes into contact with a person's skin e.g. bath bombs.

**Can I sell from anywhere?** If you're selling your products from home, you shouldn't need a licence, but if you want to go out and about you may need a 'Street Trader's Licence'.

One last thing – if you are running the business from home, check with your trusted adult that this is covered under the home insurance.

### Next Steps:

Talk with your trusted adult about whether your business idea needs insurance or a special permit to run. Learn about the rules for keeping information (e.g. names and addresses) about your customers, and check whether the home insurance company needs to be notified if you are running a business from home.

**It's important to consider whether permits or insurances are necessary for a new business. Even if it is part-time and run by someone under the age of 18, laws may still apply.**

There are many types of insurances available to businesses including Public and Product Liability, however the only insurance legally required is Employers Liability if the business has employees. That doesn't mean to say, of course, that other insurances shouldn't be considered, but it can be difficult for people under the age of 18 to secure the insurance they want, and they will almost certainly need support from a trusted adult.

Here are some examples of regulations that apply to particular business industries. This list is not exhaustive and **it is strongly recommended to support the young person in researching the particular industry they want to run their business in to understand the regulations, insurances, or permits that may apply.**

- **Food and Drink** – you do not need a food hygiene certificate to sell food for charity or at charitable events but you are expected to follow the guidelines on keeping food safe, labelling etc. Anyone running a commercial (for profit) food business is required to ensure there is appropriate supervision and training in food hygiene.



The Food Standards Agency have more information about charity sales here and commercial (for profit) businesses [here](#).

- **Street trading** – most local authorities require people to have a street trader's licence if they are selling their products/services on the street or a public highway. The licence will only be issued to people aged 17 or over. **Speak to your local authority for more information.**

- **Skin-contact products** – Whether it's soaps, lotions, or bath bombs, any cosmetic or toiletry product that comes into contact with a person's skin will need a Cosmetic Product Safety Report (CPSR) before it can be sold.



Guidance for small businesses on the Cosmetic Products Enforcement Regulations 2013 can be [found here](#).



## CHECK THE SMALL PRINT

- **Data** – Regardless of size, if a business is collecting and processing data about people e.g. customers, then the General Data Protection Regulation applies. It can, however, be a complex area, so speak directly with the [Information Commissioners Office](#) to discuss what is required for this particular business.
- **Public or product liability insurance** – The number of companies offering this particular insurance to under 18s are few and far between but you may find some if you search using the term 'under 18 product liability insurance UK'. The reason so few will offer it is because minors (under 18s) cannot be held legally liable. **Public liability** covers the cost of claims made by members of the public for incidents that occur in connection with the activities at the business either at an event or at home. Product liability covers the cost of compensating anyone who is injured by a faulty product that the business designs, manufactures or supplies.



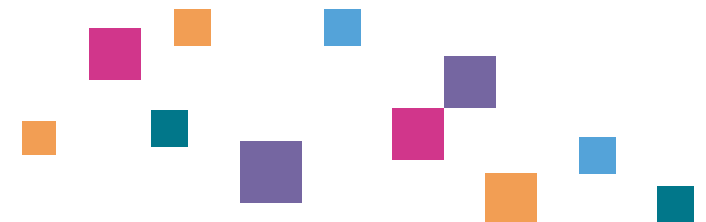
The [Association of British Insurers \(ABI\)](#) have information on the different types of liability insurances available and when to purchase them.

### Parent/Carer:



It is generally recommended to inform your home insurance company if you, or anyone who lives at your home, is going to be running a business from there. Most home insurance policies don't cover business activities carried out at home, or business equipment within the home, unless specified. In many cases, there may be no increase in premium or a small fee, but they may require Public Liability Insurance to be taken out (see above).

It's important to spend time talking with the young person about the space they're going to use to run their business from. They may need to negotiate with others who share the space, but it's important to ensure it is comfortable for them and meets their needs. Encourage them to have a look around and think about things such as sufficient lighting, a comfortable chair and desk space etc.



## INTELLECTUAL PROPERTY

### Last bit, we promise...

Intellectual Property is something you've created that's so special it needs to be protected to stop other people from copying it. It's also there to make sure you're not copying someone-else! This could be a business logo, some words, an invention, or even computer code, but it can cost a lot of money to protect these, so even if you decide your business name is rather spectacular, make sure you talk things through first before deciding to go ahead.

### Next Steps:

Talk with your trusted adult about protecting your business idea/logo/words etc. Check that your business logo, product, etc. isn't copying (**infringing**) someone-else's.

Intellectual Property (IP) may not seem particularly important for a part-time business, but the laws of IP apply regardless of the business size or who is running it, so a discussion about this is essential. There are two areas to consider:

- ▶ **Do I want to protect the business name, logo, strapline, or other part of the business e.g. computer code?**
- ▶ **Is my business infringing anyone-else's IP e.g. through the name, logo, strapline etc.?**

There is nothing to stop a young person under the age of 18 owning intellectual property whether that's Patents, Trademarks, or Copyright. However, it can be both complex and expensive to do so. As a minimum it is suggested reading the resources listed here before deciding to go ahead.

It is also important to check the register of [trademarks](#), and [patents](#) to ensure the business is not infringing anyone-else's IP, and take note of guidance regarding [Copyright](#).

**The IPO in conjunction with TES have developed a number of free teaching resources which can be [downloaded here](#).**



It is well worth reading through the [Guide to Managing Intellectual Property](#) and [IP for under 18s](#) (particularly tech entrepreneurs), along with an [overview of IP](#) from the Intellectual Property Office covering Trademarks, Patents, Copyrights, and Designs.

### A note about starting an online business

There are a number of options to choose from as to how financial transactions take place online, depending on the products being sold and where. For example, PayPal may be a good payment gateway, however there are fees associated with this, and a trusted adult aged 18+ will need to set up an account on the young person's behalf. If an existing platform such as Etsy or eBay is being used, they will already have their own payment gateways but may have restrictions on the minimum age of a seller. For example, with Etsy it's 13 years of age, and for eBay it's 18 years. If a young person wants to have their own website, they will need to make sure it is being run legally (considering issues such as 'cookies' and 'accessibility') as well as thinking about services such as website hosting, and search engine optimisation.



[This article](#) talks through the steps to start an online business covering business model, websites, optimisations, legal issues, and more.





# GO CREATE!

- The Brand
- The Budget
- Shout About It!

Here, we help the young person formalise their brand, work out their budget, and put a marketing plan together to promote the business.

## THE BRAND

A brand could be a memorable name, logo, strapline, possibly all three, but definitely something that gives a good first impression! You can call your business whatever you want but you must not use a name that is already protected (see 'Check the Small Print' earlier).

### Next Steps:

How do you want your business to make a good first impression? What words would you like customers to use about your business? Here are a few: friendly, welcoming, reliable, quality. Draw up a list of ideas for your business name and strapline. Show potential customers your ideas and find out what they prefer and why. If you're going to have a logo, who will design that for you?

First impressions count. They make the difference between building a loyal customer base or not. **If the young person had an idea for a business name from the start, encourage them to use this time as an opportunity to reflect on whether they feel it is still a good name, if they want to tweak it a little, or change it completely!**

➤ **Ask them to think about a good shopping experience they've had.**

What impressed them? Think about speed and ease of checkout, product choice, friendly staff, value for money etc. What did they think of the logo/strapline and brand overall?

➤ **Now try the same question but related to a poor shopping experience**

What made it a bad experience? Was there anything negative about the logo/strapline and brand?

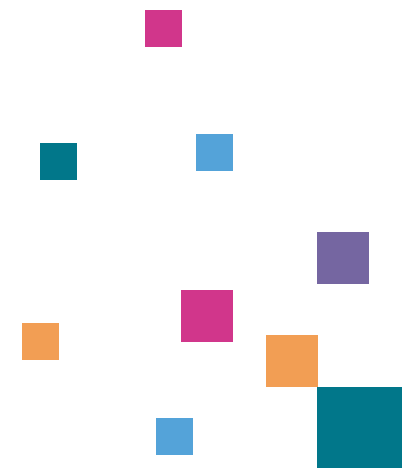
Use this information to help them put together thoughts about how they would like their own business to be perceived. Help them identify key words to describe the business e.g. reliable, quality, friendly.

Now draw up a list of business names, possible straplines, and a logo if they want one.

Encourage the young person to show potential customers their ideas and gain qualitative feedback e.g. explaining why they do or do not like a particular name or logo.



There are a number of free online tools to help with these tasks such as an AI powered [business name generator](#), or a [business logo generator](#).



## THE BUDGET

Some young people may be less confident with numbers than others, but it's important to keep an eye on finances as it will help them answer questions such as:

- › Is my business making or losing money, and by how much?
- › Can I afford to buy more materials (supplies)?

Budgeting in particular is about having a plan for income and expenditure, and monitoring how this is doing over a period of time, perhaps a month or a year depending on how long they will be running the business for.

It's best not to start a business with **debt** (money that you owe other people), but you will need to look at how you're going to buy items to start-up the business (**capital**), and how you're going to manage the money. **Bootstrapping** means starting a business with a very small amount of money. Sometimes **grants** (money given to you that doesn't have to be paid back) are available, but support from family and friends can help reduce what you have to spend at the start.

### Next Steps:

Next Steps: Look back at **EXPLORE**. How are you going to pay for the items you said you'd need to get the business started (**start-up costs**)? Talk with your trusted adult about ways to do that and who could help.

When there is little or no money available to start a business, creativity is really important as most banks do not offer support to young people under the age of 18. If the young person doesn't have enough money of their own to cover start-up costs, they could look at:

- Asking for help from friends and family - this could be in the form of a loan
- Going into business with a friend or family member aged 18+ who could potentially access funding
- Raising money through **Crowdfunding** - the UK's youngest successful crowdfunder was a 7 year old who lived in Wales and raised £746 to get his first recipe book published. Anyone under 18 years old can Crowdfund but only with support from an adult aged 18+
- Look for grants available - [see Signposting section](#)

### Discuss these options with the young person and in particular:

- › **What is the shortfall of funds needed to start-up?**
- › **Which would they feel most comfortable exploring?**
- › **What other ways could they look at to get the help they need e.g. bringing in someone with particular skills (see the 'skills share' idea earlier).**



An example of a budget for a lemonade stand business is as follows:

INCOME (from sales of lemonade, £1 per glass)	EXPENDITURE (money out)
200 glasses of lemonade sold over the 4 weeks = £200	Lemons (£1 per bag of 5 lemons), need 160 lemons to make 200 glasses = £32
	Fizzy Water (£1 per bottle, 10 glasses per bottle) – 20 bottles @ £1 each = £20
	Bunting - £5 (need only buy once) = £5
	Printing - £10 (print before business starts and again mid-point to keep interest up) = £20
	Juicer, Jugs, Table – on loan for free from friends/family = FREE
<b>TOTAL INCOME - £200</b>	<b>TOTAL EXPENDITURE - £77</b>

### Next Steps:

What do you think of this budget? Is there anything missing, or anything that concerns you? What happens if sales drop part-way through the 4 weeks due to bad weather? Would you buy all the things you need at the start, or spread the purchasing over the four weeks?

Decide how you will keep track of the money coming in and going out of your business. Have a go at writing a budget – you’ll need to work out how many sales you think you’ll make over what period of time (e.g. 4 weeks), then write down what you think will have to spend over that time too.

Talk through the budget example and explore how realistic they believe it is.

When would they buy the start-up cost items e.g. lemons, fizzy water, bunting?

What might affect the volume of sales e.g. poor weather; competition; illness?

How would they monitor the income and expenditure?

There will be a certain amount of estimating when it comes to putting the budget together, but bringing forward the information from Pricing earlier will help.

- **How many sales do they believe they will make and over what period of time?**
- **How much will their expenditure be over that same period of time?**
- **How will they keep track of both sales and expenditure?**

It’s good to set goals, but be sure the figures are as realistic as possible, remembering to bring in data from earlier Market Research, and their SMART goal setting. The key is to monitor income and expenditure as they go along, so encourage the young person to work out their preferred way of doing this e.g. a notebook, or spreadsheet. Monitoring the budget will help them understand whether the business is making a profit, or if they need to have a re-think.

Putting together a budget for their business, and working out how to keep track of income and expenditure supports financial education in the Curriculum for Wales. [The Money Charity](#) also have a wealth of free teaching resources on all aspects of Financial Capability including budgeting, along with the Young Enterprise [10X Challenge](#) which gives young people aged 11-19 years an opportunity to learn enterprise and financial management skills.

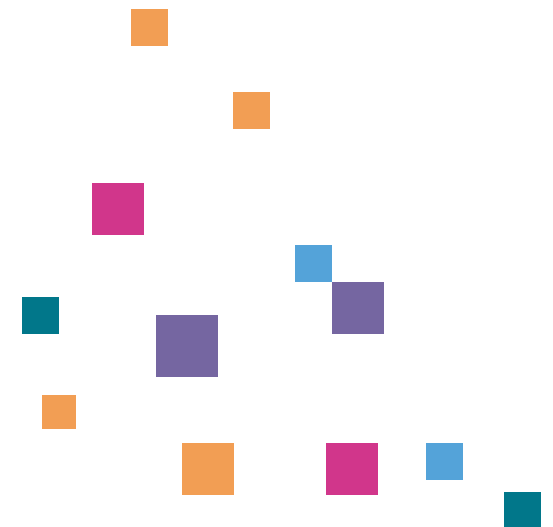
### Parent/Carer:



There are lots of ways to support the learning of money management skills at home, including the following activities:

**We're going on a family trip** - Next time you go out on a trip together, agree a budget, give the money to the young person, and put them in charge of paying for expenses such as parking and ice-creams. Some discussion and negotiation may be needed if there are limited funds!

**Let them buy dinner** - Liven up a trip to the shops by putting the young person in charge of buying dinner. Set parameters such as how much money can be spent and whether particular foods must be included or excluded. Agree on the length of time they have to complete the shop and set them off! After the shop, talk about what they found most challenging e.g. keeping within a budget, the price of brands versus own-brand products etc.



## SHOUT ABOUT IT!

### Moving on from budgets now, let's think about how people will discover your business

- How will they know what you're selling?
- How are you going to spread the word?
- How will you communicate why people should buy from you and not your competitors?

**Marketing** is a fancy word for shouting about your business! Social media is great way to do this, and it's free too! However, if you're staying local, then '**word of mouth**' (someone recommending you to someone-else) can be just as powerful.

The main thing is to spend time promoting (another word for **marketing**) your business where your potential customers are. If they're all on Facebook but you're shouting about it on TikTok, you're unlikely to make many sales that way.

### Next Steps:

Make a list of where you're going to shout about your business e.g. social media, local newspaper; posters; flyers; word of mouth. Are you happy that these are the best ways to reach the right customers? Think about when you will do all these things – do you want to build up some interest before you launch, or let people know in advance by putting posters up a few weeks before you start?

Take a look at these [top tips from Big Ideas Wales](#) on how to shout about your business on a budget!

Bringing forward the information learnt from customer profiling, the young person should have a good understanding of where customers are spending their time to help put a plan together to reach them. Depending on the type of business, this could mean focusing marketing efforts on specific social media platforms, or doing something more traditional such as relying on referrals (word of mouth).

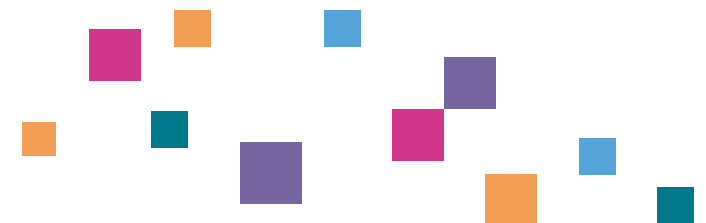
Explore ideas for how the young person is going to spread the word about their business.

Are there any costs involved and if so, how will they be funded?

Discuss the timing of marketing activities – would they like to do a 'build up' to launch with some teaser advertisements (on social media), or will they put posters up in good time to make sure people are available e.g. if running a lemonade stand.



If the young person wants to knock on doors to sell their products, they do need to be aware of **doorstep selling regulations**. Although the regulations do not apply if the goods or services being sold are worth £42 or less, it is nevertheless important to have a conversation about issues to be aware of with doorstep selling such as vulnerable residents, and making sure they are not doorstep selling on their own.



# PAUSE AND PULL TOGETHER

This is where everything comes together and the Business Plan is created as a result of all the work completed in the previous sections.

## Take a break for a moment - look at what you've done so far!

Now it's time to pull everything together to create your business plan - think of it like a map to guide you. If you're not already done so, download the [editable template](#) and transfer all the information and decisions you've made from working through the last four sections (Discover, Explore, Check the Small Print, and Go Create!)

If you're not quite ready to complete everything, write down what you can, and make a note of anything that needs to be done and when you're going to do it by. Setting targets for when you want to complete things, and working out who can help you will make sure it happens.

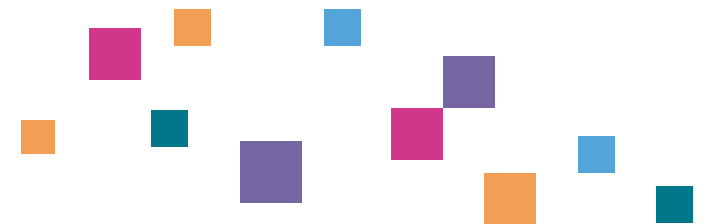
## Next Steps:

Now you've put your plan together, is there anything you feel unsure about? This is the time to talk things through with your trusted adult before you Go For It!

We've provided a downloadable, editable template to pull everything together into what will be the business plan. Other business plan templates are available, along with information about why a plan is important, at [Business Wales](#).

Encourage the young person to look at the plan as a whole and how they feel about it. If there are gaps, help them work out how they are going to find the information they need, who can help them and when (remember SMART planning).

Suggest they share the business plan with family, friends, and anyone who might be interested in investing (with money, time, or skills) in their business.



# GO FOR IT!

## Next Steps:

Write down the date you're going to launch your business. Post it up where you, and anyone-else you want to share this with, can see it.

As part of the SMART goals, encourage a realistic timescale for launching the business.

All the preparation has been done, so now is the time to set a date to launch the business and go for it!

## THE DO'S AND DON'TS OF STARTING A BUSINESS

- ✓ **DO** start a business doing something that you love.
- ✓ **DO** your research on customers, competitors, and pricing.
- ✓ **DO** have a plan for how you're going to shout about your business!
- ✓ **DO** keep your business plan under review and be prepared to make changes.
- ✓ **DO** ENJOY the fact that many people dream about starting their own business, but you're actually doing it!
- ✗ **DON'T** be afraid or too proud to ask for help whether that's from Teachers, Family, Friends, Careers Advisers, or other Entrepreneurs. Most people are happy to share what they know and will want to support and help you.
- ✗ **DON'T** see something not working out as a failure. No one ever gets things right first time all the time. When things don't work out, view it as an opportunity to learn and improve from.
- ✗ **DON'T** forget to ENJOY your time as an entrepreneur! The skills and experiences will last you a lifetime, and benefit you whatever you decide to do in the future.

Encourage the young person to have an open mind and learn from their experiences. Very few people succeed first time, so rather than seeing this as a failure, encourage them to view it as an opportunity to learn and improve.

Remind them to [watch the films of young entrepreneurs](#) to motivate and inspire them and remind them that it's OK to ask for help.

## Parent/Carer:



As well as the activity ideas below, one of the best ways to nurture resilience in a young person is by role modelling it yourself. When something doesn't quite work out as expected, talk about it. Discuss how you felt, how you responded to the situation, and how you felt once things had been sorted.

### Activities:

'*Tell Me Where To Go*' is a fun outdoor or indoor activity. Decide on a destination such as a park bench, tree, or a room. One person gives instructions clearly, and the other will need to listen very carefully as they follow the instructions wearing a blindfold. When the destination has been reached, remove the blindfold, and discuss the challenges - How well were instructions issued and followed? What could be improved or done differently?

Another family activity that gets everyone outdoors and (almost) away from screens is **Geocaching** - a digital treasure hunt that involves trying to find hidden containers (called caches) using a GPS-enabled device. **Geocaching** needs everyone to work together, helps recognise individual strengths, and requires tenacity and resilience to succeed.



# NEED MORE HELP?

Here are some useful places to visit and to find out more about 'How to':

[Start an online business](#)

[Build a website](#)

[Promote handmade products](#)

[Promote your business on social media](#)

[Design, manufacture, and package a product](#)

Here are some organisations who can help work through your business plan, and get your idea off the ground:

[Big Ideas Wales Starting a Business Route map](#)

[Big Ideas Wales podcasts](#)

[Careers Wales, Getting into Self-Employment](#)

[Business Wales](#)

[5-9 Clubs](#)

[Self-employment tips for young people](#)

[Barclays Life Skills Support](#)

[NatWest Savvy Learning for your future](#)

[Setting up a Limited Company](#)

If you decide you'd like to start a business and continue studying at College or University, there is lots of support available from [Enterprise Champions](#) as well as other organisations such as the [Princes Trust Cymru](#).



Don't forget to watch the films of young entrepreneurs from across Wales aged 12-25 talking about how they set up their business, and sharing their top tips to inspire young people to go ahead with their idea.

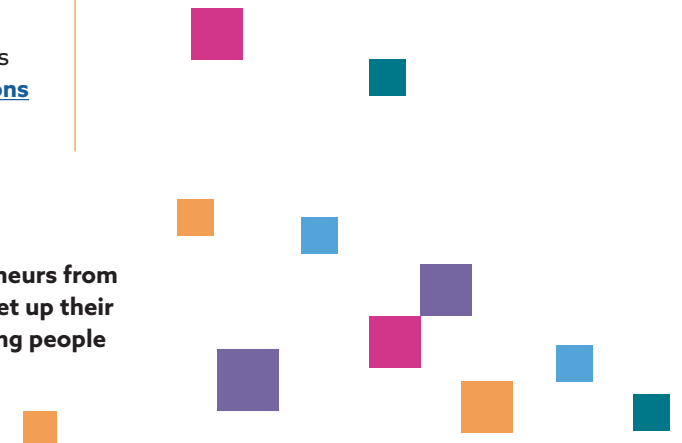
Here are some companies who may be able to help you with grants and financial support:

[Business Wales Young Person's Start-Up Grant](#)

[UnLtd](#)

[Young Changer Grant](#)

[Crowdfunding](#)



# YOUNG ENTREPRENEUR QUOTES AND FILMS

Learn more about their businesses by watching these short films



**Name:** Joe

**Business:** Eiconig Cy.  
Iconic Welsh figures  
merchandise

**Started business:** Aged 16

## TOP TIP:

*"Building a business on something you love is such a great way to start"*



**Name:** Ellen Firth

**Business:** Firth Flock Flowers.  
Eco-friendly florist, and rare  
breed sheep farmer

**Started business:** Aged 16

## TOP TIP:

*"I didn't know how to manage money... or any legislation. I had absolutely no business knowledge. It was only from the support of Big Ideas Wales that helped me work out all the things I needed to do."*



**Name:** Caitlyn Sheldon

**Business:** CVS Technical.  
Hardware and Software  
IT repairs

**Started business:** Aged 21

## TOP TIP:

*"I had barely any money [when I started my business] so I was inventive. I bought a toolkit for £20... and started in a spare room in the house."*



**Name:** Lloyd

**Business:** Neighbourhood services.  
Helping neighbours with mowing lawns,  
cutting hedges, and cleaning (but I have  
lots of other business ideas too!)

**Started business:** Aged 12

## TOP TIP:

*"It's the excitement when you have one of your first buys, it brings happiness, and you're like... I can do this!"*



## 30 BUSINESS IDEAS FOR 12-16 YEAR OLDS

If you think you'd like to start a business, but not sure what, take a look at these ideas. Most of them need very little money to start up, but remember to check whether special permits, licences or insurance are needed. The main thing is to focus on doing something that you enjoy!

- Pet sitter
- Plant sitter
- Dog walker
- Gardener
- Maker of things\* - jewellery, bath bombs, seed balls, greeting cards, candles
- Selling your artwork
- TV/film extra
- Content creator/Vlogger
- Live-streaming gamer
- Pop-up shop e.g. lemonade stand, ice-creams, sunscreen, beach towels (summer hols)
- Entertainer/Magician
- Photographer (friends, family, businesses)
- Reseller – car boots, vintage fashion, music, toys
- Neighbourhood helper e.g. sweeping leaves, shopping, running errands
- Website/app/game developer
- Fixing/upgrading computers
- Roblox Player
- Delivery service for local shops
- Social media consultancy
- Podcasting
- Baker – breads, cakes, custom-made
- Recycling/upcycling items
- Voice over artist
- Charity work (Social Enterprise) – homeless/animals/ housebound
- Graphic designer
- Onsite skateboard repairer (tightening/changing wheels at skatepark)
- Tech support – set-up, training, troubleshooting
- Writer or illustrator
- Gift wrapper
- Car washing

Platforms like Etsy will allow young people aged 13-17 years to have a shop there provided they have permission from, and are directly supervised by, a parent or legal guardian who must register for the account with their own information.

[UK Business Ideas, Top Trends for 2024](#)

## GLOSSARY OF TERMS (The words we highlighted in bold)

Here's a list of business words used throughout the young person's resource. It can act as a useful checklist and reminder of what the words mean.

**Bootstrapping** – starting a business with a very small amount of money, sometimes no money at all.

**Budget** – a plan for how much money will come into the business and how much will be spent over a block of time e.g. a month or a year

**Business Plan** – a map to guide you through starting-up and running your business. It will usually have information on your business idea, product/service, price, competitors, marketing, money, and legal matters.

**Competitor** – someone selling the same or similar product or service as you.

**Crowdfunding** – raising money by asking lots of people to donate a small amount of money (usually in return for a 'reward').

**Customer Profiling** – working out what your ideal customer looks like e.g. age range, interests, where they live, favourite social media platform.

**Debt** – money that you owe other people.

**Entrepreneur** – someone who starts their own business, but may have to take a few risks to make it happen.

**Expenditure** – over a block of time such as a month or a year. It helps you make sure you have enough money for the things you need to buy.

**Grant** – money given to you that doesn't have to be paid back.

**HMRC** – His Majesty's Revenue and Customs. The organisation that manages all types of taxes across the UK and makes sure everyone pays what they should.

**Income** – money that will come into the business, mainly from sales but sometimes also from grants or investments.

**Infringing** – breaking a law or agreement.

**Intellectual Property (IP)** – something created such as a business logo, words, invention, computer code that is so special it needs to be protected to stop other people from copying it.

**Limited Company** – a legal structure which may involve more than one person, including people who have shares in the company.

**Loyal Customer Base** – people who return to your business for more of your product/service.

**Marketing** – spreading the word about your business so customers can find you. This could include social media, newspaper adverts, or word of mouth.

**Market Research** – finding out who is going to buy your product/service (their ages, location etc.) and how much they will pay for it.

**Pain point** – something that might stop a customer from buying a product or service due to external factors such as the cost of living crisis.

**Personal allowance** – the amount you can earn in any one tax year without needing to pay tax (£12,570 in 2024/2025).

**Pricing** – working out how much to charge for your product or service so you can cover your costs and make a profit.

**Profit** – money that you make from sales through the business after you have paid out expenses. Usually called 'Net Profit'.

**Running costs** (also known as overheads) – the things you need to pay for when your business is up and running even if you don't make any sales e.g. electricity, phone calls, advertising.

**Sales Income** – money made from sales of your product or service.

**Size of Market** – how many people there are of the age, location etc. that you want your business to reach.

**Sole Trader** – a business owned and run by one person.

**Start-up costs** (also known as 'capital costs') – the things you need to buy once to help you get the business set up, such as equipment or initial stock.

**Word of mouth** – a person recommending your business to someone-else (sometimes called 'referrals').

**Remember, starting a business is a journey and it's OK to start small and make mistakes along the way.**

Most entrepreneurs have had a go at starting several businesses before they find the one that really works for them. Every step is a valuable lesson that will help a young person grow as an entrepreneur. Your guidance and support will help them be successful whatever they go on to do in life.

Encourage the young person to stay curious, determined, and enjoy the experience of building something of their own!