

## 17 – 23 November, Enterprise Week Encouraging Global Entrepreneurs

**Business Idea**      **Mobile Phone Recycling**  
**Partner Company** [www.foneclub.org.uk](http://www.foneclub.org.uk)



Wrenn School, Wellingborough

### Business Plan Template

#### Targets

- To raise £500 through the sale of 200 unwanted mobile phones from the school and local business community.

#### Benefits of Business

- Raising money for (Something Good) which will make (Something Better)
- Raising the profile of mobile recycling, particularly focusing on the benefits of reuse and recycling (hot business and political topics at the moment)

#### The Business

- Encourage pupils, staff and local businesses to donate unwanted mobile phones. To set up collection points at (xyz) and run the campaign until (xyz) date
- To promote the scheme through printed materials, email, social networking sites, local print media and local TV and Radio
- At the end of the campaign to sell all collected mobiles to Foneclub for £2.50 each

#### Budget

- All marketing materials and subsequent courier collections are provided free of charge by the partner company, Foneclub

#### Marketing Materials

- Mobile recycling envelopes, posters, leaflets and tips sheets
- Templates for press releases, letters to businesses, letters to parents

#### Press / PR

Access to database of all local print media

'Whilst Foneclub provide the framework and some of the tools to run a successful business, we rely totally (like all businesses) on the resourceful, capable nature of the individuals running it'

(Olly Tagg, Foneclub)

Contact: Olly Tagg  
Tel: 020 7404 6440  
email: [ot@cmrecycling.co.uk](mailto:ot@cmrecycling.co.uk)