

Krispy Kreme Kraze – 7/2/12



CANCER RESEARCH UK



Charlotte Sanders and Holly Taylor took money out of their studies to run a Krispy Kreme franchise during break time.

As part of their Year 10 studies, the pupils had to devise a business plan which they presented to members of the Senior Leadership Team. This included looking at a variety of different elements already covered within their course such as looking at their target market, the finances involved, how they were to market their product and operations management (how they were going to make it all work).

All members of the SLT agreed that they would take a risk on the pupils and offered the pupils the initial funding to run this franchise.

The students then contact Krispy Kreme and put their plan to them highlighting the charity that would benefit and why they felt that this was an important cause. A huge THANK YOU must go to Krispy Kreme for their support with this activity.

The pupils ran 2 stalls during their break supported by a keen group of year 11 pupils who were eager to show their support. All their hard work was worth it as the pupils of Wombwell High School turned out to show their support with both stalls selling up within 20 minutes. They raised £101.20 for Cancer Research, an outstanding achievement.

Charlotte and Holly said it was a great experience and hoped that this could be something they could run again. They added that this invaluable experience of running their own franchise will help them with their studies as it is an experience they will always remember.

Miss Murray

Business Studies Tutor