

Vivify: Overview



Vivify - Burford School's 2014-2015 Young Enterprise team - have had an enjoyable and successful year selling health and leisure equipment, including headphones, bags, laces, thermals and water bottles. The company formed in September 2014 when the group of twenty Year 12 students, who would all become shareholders in Vivify, met for the first time. No-one in this group had any formal business experience and they didn't quite know what to expect, so it might have come as a surprise when they realised they would be running an actual company. They had to do everything a real business would, from production and finance to marketing and sales - they even had to pay tax!

By November, just six weeks after their formation, *Vivify* was completely up-and-running, selling products at events around the school, to sports clubs such as Bampton Tennis Club and further afield at Young Enterprise trade fairs where they won awards for their customer service and trade stand. *Vivify* also gave a presentation to over 60 business representatives at the Burford School 'Business Breakfast', with the Mayor of Burford describing them as *"a really great initiative and an asset to Burford's businesses"*.



Area Finals

Vivify's next test was at the Area Finals in April 2015 where they competed against other Young Enterprise teams in North and West Oxfordshire for a place at the Oxfordshire Finals. A panel of independent judges from local businesses judged them based on a company report, their trade stand and a four minute presentation of their journey. *Vivify* won awards for *'best presentation'* and *'best financial management'*, ultimately coming 2nd in the Area - and getting through to the Oxfordshire Finals.

Vivify: Overview



Regional Finals

The Oxfordshire Finals were held in May 2015. The same judging criteria were used, however this time they were up against the best in the county. *Vivify* were one of the few state schools in attendance and despite a brilliant presentation, they did not secure a place at the National Finals. They did, however, win an award for '*best marketing*' - in the county!

Vivify: A Great Year

With their year as a Young Enterprise company finished, *Vivify* was dissolved in June 2015. As well as walking away with a healthy dividend cheque, every member of the group has developed an array of business and life skills that will prove invaluable in their futures and everyone has truly enjoyed their experience. The entire company would like to say a huge thank you to Mrs Dugdale, our co-ordinator, and Mr and Mrs Pitman, our business advisors, for helping to make *Vivify* the great success it has been.