

Mmmm Yum Kidz Tuckshop teaches children fundamentals of business

Bread brand Blue Ribbon has launched the Mmmm Yum Kidz Tuckshop, an entrepreneurship programme to teach learners the practical fundamentals of business practice.



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For eight weeks, handpicked schools in the Western Cape region will become a bustling business hub, as the pupils run fully functional sandwich businesses. Pupils will set up their own fully stocked pop-up tuckshop at their school. From the grassroots level of establishing business objectives, handling staff, implementing marketing strategies to calculating turnovers, the students will gain first-hand experience in the world of service trading.

Launching in Cape Town, junior schools from Paarl, Kraaifontein, Phillipi, Kuyasa, Heideveld, Retreat and Strand have been selected to roll out the first of its kind initiative.

Mentorship

To facilitate all of this, Blue Ribbon sought the expertise of personal wealth guru, financial commentator and CEO of TNC Wealth Partners Samke Mhlongo. The self-professed 'frugal kugel' is an advocate of financial literacy and was responsible for compiling the workbook from which the students will base their curriculum over the 8-week period.

“We are thrilled to be launching such an initiative at such a pivotal time in the country. It is imperative that we teach the leaders of tomorrow the skills that will serve them, the nation and our economy as a whole. Cape Town has a rich legacy of birthing talents that have soared as entrepreneurs and business people and we are honoured to have some of the best working with us to mentor these students,” commented Blue Ribbon’s marketing executive bakeries Noleen Ballard-Tremeer.

Joining the campaign are some of Cape Town’s own born, ‘bread and buttered’ personalities including Ready D, radio DJs Kyeezi, TK, Kia Johnson, dancer and entertainer Blake Williams and hip hop first lady Patty Monroe.

The mentors, who represent a specific school, will assist the students in the 8-week life skills competition that will culminate in the winning school announcement and prize giving at the end of October. The roadshow begins on 22 August, officially launching the Kidz Tuckshop.

For more, visit: <https://www.bizcommunity.com>