

Linking Education and Business!

Students are getting a head start into business thanks to the support of Redditch based storage and logistics company, Oakland International Ltd, who as mentors are passing on their business skills and personal know-how to Bromsgrove students via the National Young Enterprise scheme for students.

Oakland's Managing Director, Dean Attwell and Operations Director, Paul Ziolek said they believed involvement of this type of scheme was vital to industry as it helps bridge the teaching gap between school and business. "It offers students a taste of business and of the skills required to manage people, develop ideas and research business options as well as taking a product, or service into the business marketplace.

"We believe the Supply Chain and Logistics industry is an undersold career to the younger generation and by working with students in this way we can promote the many opportunities and exciting career avenues available within our industry."

Together, Dean and Paul mentor to a group of 11, 17 year old students from South Bromsgrove High School. The students were required to create a profitable business from the sale of a single product or products to the general public through a series of local trade fairs and shows.

Development Manager for Young Enterprise Bromsgrove and Redditch, Erica Guise, said of the scheme: "YE is a national non-profit making organisation linking local business with education and bringing business people in to the classroom to help young people understand the needs of business and hopefully inspire them to succeed."

YE operate 'Company' programmes, 'Team' programmes and provide one-day school based programmes for primary school children upwards. Said Erica: "The students are grouped in teams of 10 to 15 and tasked with setting up and then running their own business for a full academic year. They decide on the company name, appoint directors, sell shares to raise capital, decide and then create products to sell, using standard and recognised business methods. Hopefully they make a profit, but the YE motto is 'Learning by Doing' which is the prime objective."

Both Paul and Dean can be found every Wednesday afternoon mentoring their future business prodigies at South Bromsgrove High School.



Image details: Dean and Paul prepare for their next mentoring session.

'Both Dean Attwell and Paul Ziolek are first-rate media speakers, having excellent experience with the local/national media. If you would like to arrange an interview or require any further information, please contact:

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