**Basic Business Plan Project**

You have left your job at Legault, Inc., and are branching out into being an entrepreneur and opening your own business. You will be creating an outline of a business plan. This document needs to be professional and should include these components: a business description, a marketing section, a financing section, and a management section. You will prepare your outline in a Google Slide presentation. You can work individually or in partners.

**Information to Include:**

* Title – Create a slide with the business name, logo, slogan, and your name.
* Table of Contents
* Business Description – What product/service is your business going to sell? If it’s a product, are you going to produce it or buy it from a wholesaler? Why is this a good idea for your business?
* Location – Where will you locate your business? Why is this a good location?
* Marketing – Who is your target market? Why would they be interested and willing to try your product/service?
* Advertising – How are you going to reach your target market? Create a small ad that could be displayed in a magazine or newspaper.
* Competition – Who is your competition? How are you going to overcome them?
* Finances – Estimate your startup costs. What will you need to open your doors the first day? Where are you going to get the money? What short term and long-term financing is needed? Make a list of daily/monthly expenses and a list of larger expenses for down the road.
* Management – Will you need additional employees? How will you find these employees? What will they do? Give a short job description for each employee.
* Summary – Close your outline with main points.

**Presentation**

Make sure to take the time to make your presentation look professional. Include the following:

* A theme
* Attractive font style and colour, must be easy to read
* Transitions between your slides
* Animations on your text and objects on the slides
* Pictures and clip-art included.
* No misspelled words and proper grammar.
* Must look organized, professional, and neat.

**Considerations**

* What are you wearing? You must dress appropriately for your presentation.
* Practice your presentation in advance. You don’t need to read out everything that is on each slide, but just give us a general overview.
* Who will say what? Each person must speak during the presentation.
* Use your class time wisely.
* Create your slide show through the Google Classroom to make it easy to turn in.
* Make sure to turn it in by the deadline.

**Presentations Begin:** November \_\_\_\_\_, 2023