**Entrepreneurship 10-12 Final Business Plan Project**

Our final unit of this course will be completing the final business plan that we have been working towards for much of the last quarter. You have been developing a business idea, and it is time to turn that idea into a business plan. If you were working with a partner, you will continue to work with them, and if you were working alone, you will continue to work alone. **This project will be worth 10% of your overall final grade.**

Creating a business plan can be an overwhelming task, but business plans allow you, as the business owners, to break down the process into small, easy-to-manage, sections. As you go through this process, you can use the information you have already compiled through the other assignments we have completed this term, as long as it applies to your business. Make any necessary changes prior to using the information.

Your business plan needs to be professional and include these components:

* Cover Page
* Table of Content
* Executive Summary
* Business Description
* Products and Services
* Market Strategy
* Operations Overview
* Financial Plan
* Appendix

**Follow these steps to begin working on your business plan for your business:**

1. Go to the Google Classroom and open the document called “Official Business Plan.” This is the outline you will be using for your business plan. It should be set to create a copy for each student. You will need one copy for your business, so only document per partnership. Make sure all members of the group have access to the document.
2. Make a folder in Google Drive called “My Business Plan.” This is where you will be storing all of your files for your business plan.
3. Follow your business plan checklist to make sure that you get all of the required pieces:

Business Plan Checklist:

* Business Plan Cover Page
* Title Page
* Table of Contents
* Executive Summary
* Business Description
* Description of Products and Services
* Market Analysis and Marketing Plan
* Operating Plan
* Financial Plan

Appendix Checklist:

* Owner’s(s’) Resume(s) – feel free to use one that you already have
* Business Card (1 per owner) – Canva has free business card templates
* Advertisement – if you already made one for your business feel free to use it, or make a new one. If you are working in a partnership, there should be two ads (1/partner).
* Logo and Slogan – if you already have one for your business, feel free to use it, or make a new one
* Company Website Homepage/Social Media Creation

**Teacher Suggestions**

* Ms. Legault has provided you with a template for your business plan outline. On this outline there are bits of *italic text* on each page of the business plan. This text is there to help guide you. When you are ready to type in your own information, make sure to delete the *italic* text.
* When completing the business plan, Ms. Legault recommends highlighting areas that you will need to go back to or still need to work on in the future. It will make it easier to remember to work on that later.

**Suggested Schedule:**

Part 1

* Open the document called “Official Business Plan”
  + This is your outline. Use it to create your business plan.
* Complete the following parts of your business plan:
  + Business Description
  + Description of Products and Services
* Complete the following projects:
  + Logo and Slogan
  + Owner’s/Owners’ Resume(s)

Part 2

* Complete the following parts of your Business Plan:
  + Market Analysis and Marketing Plan
* Complete the following projects
  + Website/Social Media Creation – just the beginnings
  + Advertising Project

Part 3

* Complete the following parts of your business plan:
  + Operating Plan
  + Financial Plan
* Complete the following projects:
  + Business Card(s)
  + Legal Documents

Part 4:

* Complete the following parts of your business plan:
  + Executive Summary
  + Business Plan Cover Page
  + Table of Contents
* Complete the following Projects:
  + Complete your website/social media
  + Complete anything that needs to be finished or touched up.

**Before You Turn in Your Business Plan:**

* Be sure that your business plan is fully complete, organized, and free of errors.
* Take the time to make sure your business plan looks professional. That means you must have the following:
  + The business plan layout provided for you
  + Font in Times New Roman, size 12
  + Double Spacing
  + 1” margins
  + Sections labeled and clear
  + No misspelled words, and proper grammar.
  + Must look organized, professional, and neat.
  + Attached your samples of product.
* You must have your business plan printed off, along with all your appendix attachments. Put the papers in order, in a binder/duotang, and turn in to Ms. Legault.

**Due Date: January 24th, 2024**

**The following pages include assignments for the appendix documents.**

**Advertising Project**

You will be creating your own advertisement for the business you have created and been working on the past couple weeks.

Your job with this advertisement is to notify consumers about your business. This advertisement must also attract and increase people’s interest into your business. Here are your options:

Advertisement Options:

1. **Create a flyer-**needs to be an 8x11 sheet and must have color!
2. **Create a magazine page advertisement**-2 page layout of 8x11 sheets and must have color!
3. **Create a commercial**-needs to be at least 30 seconds long
4. **Create a webcast or podcast**-needs to be at least 30 seconds long
5. **Create your own billboard**-needs to be on poster paper and must have color!
6. **Create a transit advertising**-You can draw it on a 8x11 or you can create your advertisement on an actual toy car.
7. **Create a Jingle**-needs to be at least 15 seconds long

Advertisements must include:

1. A clear target market: I must be able to clearly tell who you are advertising to.
2. The name of your Business
3. Your Logo and Slogan
4. The Product, a picture of it will work as well. (If you are doing a podcast you must describe what it looks like).

Advertisement needs:

1. To have Creativity, Style, and Originality
2. To be Organized, Neat, and look Professional
3. Proper Grammar, Spelling, and Speech
4. To have Accurate and Factual Information
5. To have a Purpose/Message

When you are finished:

If it is a digital file, make sure to save it to your “My Business Plan” folder. If you sketched it out, take a picture and upload to your “My Business Plan” folder.

**Creating Business Cards**

Grade will be given on the Business Plan Project Rubric

**Why create a Business Card?**

A business card is a small card printed with one's name, professional occupation, company position, business address, and other contact information. A business card is often used as a way of networking and providing other individuals with an easy source for retrieving contact information. When starting up a business, business cards are essential to have because it brings a level of professionalism and gives the reader a clear image of your business’s image.

**Before you create your business card designs:**

1. Only include information that you want the reader to remember
   * Who you are
   * What your business is
   * How to contact you
2. Do not put too much information
   * Remember these cards are small, so keep it simple!
   * Use attractive and professional font styles, sizes, and colors
3. Do your research and look up other business’s business cards
   * Google examples
   * Look at business cards at local businesses
4. Sketch out a rough draft before you print anything.

**Creating a business card for your business can be easier than you think. Choose one of these options to create your business cards:**

1. Open a “Business Cards” Template on Microsoft Word
2. Choose a website that lets you design your own business cards (Canva offers templates)
3. Create your own template on Google Drawings/Docs.
4. Sketch it out on paper.

**Once you have decided where to create your business cards, you need to include the following:**

1. Business Name
2. Owners Name(s)
3. Business Logo and Slogan
4. Email address
5. Website address
6. Address (if you have one for your business)
7. Business and personal phone number (optional)

**When you are finished:**

If it is a digital file, make sure to save it to your “My Business Plan” folder. If you have a physical copy, take a picture and upload it.

**Logo and Slogan Creation**

\*\*The grade will be given on the business plan project rubric.

**When designing a logo for your business, follow the guidelines presented below:**

1. Your logo should project your company’s image.
2. Your logo design should be simple. Creating a logo with too many graphics or too much text makes it difficult to read and remember. You want to design. A logo that customers will remember for the long term.
3. Your logo should be unique, easily recognizable, and it should be different from your competitors.
4. If you are using colour, keep the number of colours in your logo to a minimum. The colours you use in the logo will become your “signature” colours of your company.

**When it comes to a slogan (aka a tagline) what should you know?**

1. A slogan or tagline is a repeated phrase or selection of words associated with a specific individual, organization, or product.
2. A slogan is the first step and an integral part of brand building.
3. Successful slogans should:
   1. Be short and to the point.
   2. Consist of no more than four to six words.
   3. Convey a message of what your business provides.
   4. Be consistent with your logo design.
   5. Be easy to remember by potential customers.

**Now it is time for you to design your logo and slogan. Follow the steps below to create your logo and slogan:**

Step 1:

Brainstorm and draw/write out a rough draft of what your logo would look like and what your slogan will be. Do some research online to get ideas, but remember your logo and slogan must be unique.

Step 2:

Choose which software to create your logo on. You can use any program you would like or have access to. Some suggestions are:

* Microsoft Paint
* Word
* Google Drawings
* Pixlr (online editor)
* Etc.

Step 3:

Make sure to include your slogan somewhere in or below your logo.

Step 4:

Get someone else’s opinion on what they like and don’t like about your logo. Also see what suggestions they might have. Make any changes necessary.

Step 5:

Save your logo as an image and into your My Business Plan folder.

Step 6:

Place your logo in your business plan and wherever else you find necessary.

**Social Media/Website Creation Project**

Grade will be given on the Business Plan Project Rubric

**Creating a Website:**

A website is a necessity for entrepreneurs. Enabling potential customers to either find you through a Google search is key to creating and developing new customers.

If you’re selling online services or products, having a website is obvious. But even if you don’t sell anything directly online, the website can serve as an extension of your business card, with information about you, your business, and services offered. Most important, your website should detail your background, experience, and other credentials to give you credibility and give potential customers more confidence when deciding whether or not to deal with you.

Creating a website for your small business can be easier than you think.

**Follow these steps to create your Small Business’s website:**

1. Decide the Purpose of your Website
   * To provide potential customers information?
     + Pricing, Items for sale, Services you offer, etc.?
   * Is it to blog about your newest information to your clients and potential customers?
   * To directly sell products and services online?
2. Choose your which website builder you will use
   * [www.weebly.com](http://www.weebly.com) \*Ms. Legault recommends Weebly.
   * [www.wix.com](http://www.wix.com)
   * [www.webs.com](http://www.webs.com)
3. Choose a Template and Plugins for Your website
   * Note you can go back and change it in the future
4. Organize and Outline your website
   * You need to decide what your website will look like and how it will be used.
     + Pages to think about adding: “Homepage”, “About Us”, “Contact Us”, “Products & Services”, etc.
   * Look at competitors websites to get ideas
5. Include your logo, slogan, and other visuals on your website!
   * People like pictures!
6. Develop your website content
   * It needs to be compelling to visitors and convey the right kind of information at the right level so visitors actually read it instead of moving on to the next website
7. Publish your website when you are completely done and ready for the world to see it!
8. Maintain your website!

**Creating a Social Media Account:**

**When starting up a business Social Media is a quick and free way to promote your business to people all over the world. Here are the perks to creating a social media account:** [**http://blissfullydomestic.com/life-bliss/20-reasons-small-businesses-should-use-social-media/**](http://blissfullydomestic.com/life-bliss/20-reasons-small-businesses-should-use-social-media/)

**Creating a social media account(s) for your small business is easy to do for your generation because most of you are on social media daily. Follow these steps to create a social media account for your business.**

1. Make a Gmail account for your business (you will need this when creating your social media account)
2. Choose which social media channel to use:
   1. Facebook**,** Instagram**,** Snapchat**,** Twitter**,** Pinterest, etc.
3. Sign up
4. Change your profile picture to your Business Logo you made
5. Include your website (if you created one) bio when it is up and running
6. Add a couple posts to your social media account.

**Here is a great resource for getting started with different types of social media accounts.** [**http://www.socialmediaexaminer.com/getting-started/**](http://www.socialmediaexaminer.com/getting-started/)

**When you are finished:**

Create a new Word document that had a link to your website in it. Include pictures of your website/social media. Also make sure to put the links in your business plan, on your business cards, etc. 🡪Then save this document in your “My Business Plan” Folder.

**Resume**

Each owner of your business will need to include a resume in your business plan. If you have a resume that you’ve already made for a class or job hunting, feel free to use that resume. If you don’t have one, feel free to use the following template (or any other template you have found online).

**Name**

Address | Email | Phone Number

**OBJECTIVE:**

**EDUCATION:**

**WORK EXPERIENCE:**

**OTHER RELATED EXPERIENCE:**

**EXTRACURRICULAR ACTIVITES:**

**HONORS & AWARDS:**

**SKILLS:**