

BUSINESS PLAN PROJECT

ADVERTISEMENT	BUSINESS PLAN	PITCH
<p>After researching a need in your community, begin working to design a small business that you would like to start.</p> <p>YOU CAN CHOOSE BETWEEN: PRODUCT</p> <p>Think about something you can easily find materials to create. Consider whether or not there is a need or a potential buyer for this product.</p> <p>EX.: Flower pens</p> <p>SERVICE</p> <p>What are your talents, hobbies, and skills? Based on those skills, what kind of services could you offer someone?</p> <p>EX.: Lawn-mowing service</p> <p>ADVERTISEMENT REQUIREMENTS:</p> <p>Pick a SPECIFIC target audience.</p> <p>Clearly use pathos (with more than just pictures), ethos, and logos.</p> <p>Use at least THREE other persuasive strategies.</p> <p>Pick colors to convey a specific emotion.</p> <p>Create an original slogan.</p>	<p>Create a written document stating the following:</p> <p><u>Mission of company:</u> State the purpose of your company, and give a general description of what your company will do.</p> <p><u>Services offered:</u> State ALL of the products and services your company will offer. Include your plan for product/service delivery.</p> <p><u>Sales strategy:</u> State your plan for marketing this product.</p> <p><u>Personnel:</u> State how many people you need to hire for your company, and explain what their job description will be.</p> <p><u>Financial Plan:</u> State how your company will use the \$50. Be specific by detailing how much supplies and labor will cost, and the prices you will set for you product/service.</p> <p>BONUS</p> <p>Create a spreadsheet of your costs and revenue.</p>	<p>Display your PowerPoint slide advertisement.</p> <p>Give a two minute pitch for your product. (No more. No less.)</p> <p>Use eye contact with all judges.</p> <p>Dress professionally.</p> <p>Have a firm hand shake.</p> <p>Smile.</p> <p>Be enthusiastic and energetic.</p> <p>Be ready to answer questions on the spot.</p> <p>Speak articulately.</p> <p>Do not laugh.</p> <p>No dead time.</p> <p>No "ummm"s or "uhhhh"s while you speak.</p> <p>Be VERY prepared.</p>

Proposal Requirements:

1. State who in your group is designing your company.
2. State with full detail the product or service your company will offer.
3. Explain how the product or service meets a need. Explain how you researched the need.
4. List any materials or supplies you think you might need and where you can access them.