# BUSINESS PLAN PROJECT

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