**Create a Business Project**

**Task**

You will be creating a realistic, appropriate business proposal that will represent the various business organizations that exist in society today.

**Procedures and Requirements**

1. With your group, you will need to compile information from your research to complete your business plan
2. Create a Power Point to introduce your company (should be a visual representation of the business plan).
	* + You may use more than one slide for each category
		+ Each Slide should have at least one relevant picture
		+ Include at least one graph

**Slide 1**

**Title Slide** (Company name and students’ names)

**Slide 2**

**General Company Description**

* 1. List the name of your company
	2. List the owner’s names
	3. What will be your business type: sole proprietorship, partnership, corporation
	4. Purpose of presentation: seeking an investment of $\_\_\_\_\_\_\_\_ for \_\_\_% ownership to help get your business started

**Slide 3**

**Products and Services**

1. Describe the type of business you are planning (service, restaurant, retail product, wedding planner, etc.)
2. Describe your products/services.
3. Create a sample list of price points for your products or services (you may need to research existing companies).



**Slide 4**

**Advertising Tools**

1. Create a business logo (i.e. apple logo)
2. List the slogan of your company (ex: Crockermart-“where shopping is a pleasure”)
3. What type(s) of marketing will you use (word of mouth, print, commercials, social media, etc.)? How will you implement them?
	* [Logos](http://logomakr.com/) [Slogans](http://slogangenerator.co/)

**Slide 5**

**Mission Statement**

1. Create a mission statement (a formal, short, written statement of the purpose of a company or organization).
	* + McDonalds - "To provide the fast food customer meals prepared in the same high-quality manner world-wide that is tasty, reasonably-priced & delivered consistently in a friendly atmosphere."
		+ Amazon - "To be earth’s most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."
	* [Mission Statement](http://www.entrepreneur.com/article/65230) [Mission Statement 2](http://www.missionstatements.com/company_mission_statements.html)

**Slide 6**

**Business Philosophy**

1. Describe the benefits of your company. That is, what will your products/services do for the customer?
2. Explain how your company will handle customer service.
3. What image do you want to project? How do you want customers to see you?
4. Why do you believe your business concept will work?

**Slide 7**

**Target Market/Customers**

1. What region will you serve (i.e. city/state/country)?
2. Identify your targeted customers, their characteristics, and their geographic locations, otherwise known as their demographics. (Your Target Market)
3. Describe the Target Market
4. Explain why your product will be appealing to your target audience.
	* Include at least 1 statistic about your Target Market
	* [Target Market](http://www.inc.com/guides/2010/06/defining-your-target-market.html) [Target Market 2](http://www.entrepreneur.com/encyclopedia/target-market) [Target Market 3](http://en.wikipedia.org/wiki/Market_segmentation)

**Slide 8**

**Competition**

1. Who are your competitors?
2. What factors will give you competitive advantages over the competition? (i.e. level of quality or unique features)
3. What factors will give you a disadvantage compared to the competition?
4. Why will customers buy from you over your competition?
	* [Competitors by Industry](http://biz.yahoo.com/ic/ind_index.html) [Competitive Advantage](http://en.wikipedia.org/wiki/Competitive_advantage)



**Slide 9**

**Organizational Costs and Financing (fixed and variable costs)**

1. Market potential. (total revenue for your market as a whole)
2. Estimated cost of production. (how much to make your product or deliver your service)
3. List biggest capital items will you be purchasing/renting with your loan funds.
	* [Market Potential](http://biz.yahoo.com/ic/ind_index.html)-choose an industry, then look at “Market Capitalization” for total value of your chosen industry OR find the answer through an online search (\_\_\_\_\_\_\_ market size).
	* [Estimating Costs](http://www.wisebread.com/cheat-sheet-retail-markup-on-common-items)
	* [Cost Calculator](http://www.csgnetwork.com/retailsalescalc.html)

**Slide 10**

**Closing/Conclusion**

1. Summarize key points from your presentation (last chance to “wow”)

**Slide 11**

**Questions?**

**Slide 12**

**Sources**

**Resources**

[Logos](http://logomakr.com/) [Target Market 3](http://en.wikipedia.org/wiki/Market_segmentation)

[Slogans](http://slogangenerator.co/) [Competitors by Industry](http://biz.yahoo.com/ic/ind_index.html)

[Mission Statement](http://www.entrepreneur.com/article/65230) [Competitive Advantage](http://en.wikipedia.org/wiki/Competitive_advantage)

[Mission Statement 2](http://www.missionstatements.com/company_mission_statements.html) [Market Potential](http://biz.yahoo.com/ic/ind_index.html)

[Target Market](http://www.inc.com/guides/2010/06/defining-your-target-market.html) [Estimating Costs](http://www.wisebread.com/cheat-sheet-retail-markup-on-common-items)

[Target Market 2](http://www.entrepreneur.com/encyclopedia/target-market) [Cost Calculator](http://www.csgnetwork.com/retailsalescalc.html)

**Formatting Slides**

1. 6x6 Rule: no more than 6 points per slide, or 6-10 words per point
	* Exception: Mission Statement
2. Absolutely NO spelling or grammar mistakes
3. Background: do NOT use a background that is busy/distracting
	* Use a default background or find one online
4. Colors: use colors that contrast with your background and are easy to read
	* Use same colors throughout your PowerPoint
5. Fonts: use a “normal” font that is at least 18 pt size
6. Transitions/Animations:
	* Use subtle transitions and animations
	* Be consistent with your transitions and animations from slide to slide
	* Have an entrance for each point (on click)
7. Simple is better!
	* Slides should be clean, well-organized, and professional