

# Outline/Timeline for Business Expo Project

Preliminary: Letter home to parents (includes website for ideas & packet of ideas)

Groups of two will be working to complete the following tasks

## Due Date

*Item A:* Handout A (Business Proposal)

*Item B:* Marketing (customers & promotions)

Marketing Survey

*Item C:* Advertising (Flyers & Business cards)

*Item D:* Poster board Rough Draft

*Item E:* Poster board Final

***BUSINESS EXPO***

# Business Proposal

1. *Proprietorship*: Are you the sole owner or is this a partnership?

2. *Your Name*: \_\_\_\_\_ *Partners Name*: \_\_\_\_\_

3. *Date*: \_\_\_\_\_ *Teacher*: \_\_\_\_\_

4. *Product*: Are you selling a good or a service?

5. *Explain your idea*:

---

---

## 6. *Capital Resources*

Needed Resources	Approximate Unit Cost	Quantity Needed	Total Cost
------------------	-----------------------	-----------------	------------

7. *Total Estimated Cost*: \_\_\_\_\_

8. *Supply*: Approximately how many goods can be produced with these resources (or how many services can be performed)?

9. *Price*: What do you plan to charge for one good or service?

10. *Break Even Point*: At that price, approximately how many goods or services will you need to sell to cover your costs?

11. *Company Name*: Finally, invent a catchy title for your business: \_\_\_\_\_

# Marketing Plan

Who will be your customers?

*Are they adults? Kids? Teens? Men? Women? Where do they live?*

*Are they affluent or not? What do they like and dislike?*

*Describe your target customer with as much detail as you know.*

---

---

---

---

Where will you sell your product or service?

*Are you setting up a lemonade stand in your driveway? Selling apps online?*

---

How will you get word out about your business?

*Will you email your friends? Put up signs? Put ads in the newspaper?*

---

What is the name of your business?

*What does this name say about your business?*

*Is it unique? Memorable? Easy to pronounce?*

---

# Marketing Survey

Create a survey to give to fellow students and parents. Sample **five** students from your classroom, and **two** adults to determine interest level and demand (the interest for a good or service and the price customers might be willing to pay for it). Record various responses on a form. Do you need to revise your idea? Begin again? Or does demand seem to be promising?

## Market Research Template (Sample Questions you could ask)

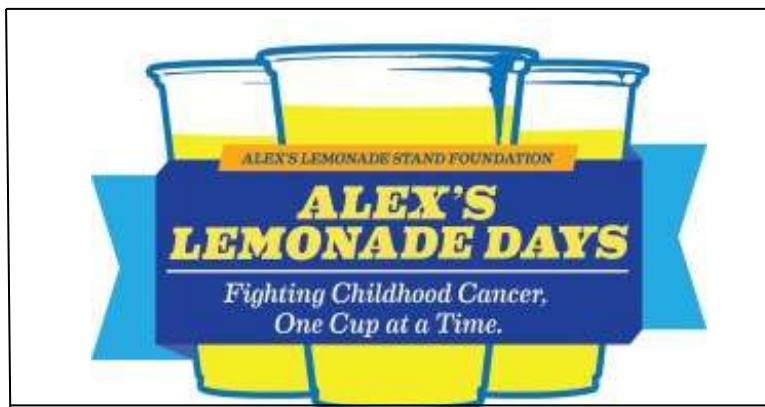
1. What do you like most about our new product? Service?
2. What changes would you suggest to improve our new product?  
Service?
1. What do you like most about competing (other) products/services currently available from other companies?
2. What would make you more likely to use our new product? Service?
3. If our new product/service were available today, how likely would you be to recommend it to others?
4. If you are not likely to use our new product/service, why not?
5. How important is price to you when choosing this product/service?
6. If our new product/service were available today, how likely would you be to use it instead of competing products currently available from other companies?

**Marketing Survey examples website:**

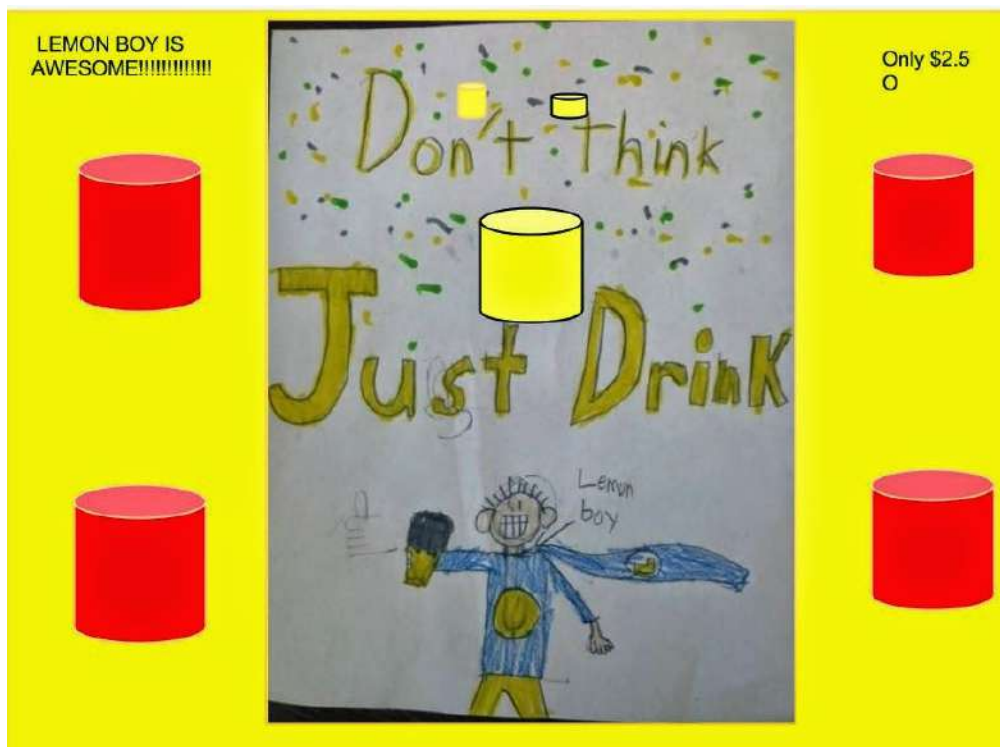
<https://www.surveymonkey.com/mp/marketing-survey-templates/>

# Advertising

Students need to “get the word out” about their good or service. Your company needs to create advertisements or business cards to promote it. Other ways to promote your company: sandwich board signs, word of mouth, coupons, T-shirts, flyers, etc...



**Business Card**



**Advertisement**

# Alex's Lemonade Stand

## Marketing

### Plan

## Marketing

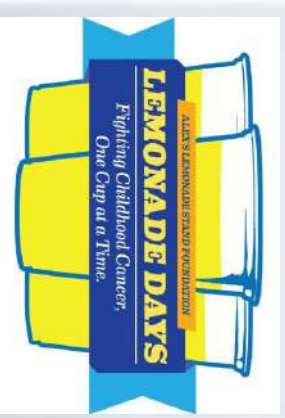
### Survey

## Business

## Proposal



## Advertising



## *Business Card*



## *Advertisement*