

Create a Business Project

This project will allow the opportunity for you to use the skills that you have learned so far and to show the creativity that you already have.

During this project you will create a/an:

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Business Plan Summary

Describe your Business by formulating a Business Plan Summary that will include:

- Your company name.
- A description of your company. Include the products to be sold.
- Four customer benefits of your company.
- Your Company goals:
 - 3 Short Term
 - 3 Long Term
- Your Marketing Plan (include):
 - Your target customer
 - Your competition
 - Your pricing strategy
 - Your promotion strategy
 - Your geographic market area

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Infrastructure

Putting together an Infrastructure will answer the following questions. What does your business look like from the inside? How does it run? Who is in charge? Who does your employees go to if they have a question or concern? Create your company infrastructure.

- Type of business and Why?
 - (Marketing Essentials Unit 11)
- Your departments
- Positions in your company
- Create a salary plan:

What is the total salary expense for:

- One week
- One month
- One year
- Power Chart (organizational chart)
 - Use PowerPoint!!!!

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Product Line

- Here you will have the opportunity to list the products you will be selling. Make this very detailed!! Remember there are different sizes, colors, brands, prices, etc.
- Goods
- Services

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Logo

- Create a Logo for your business
- All logos must be computer generated
- Use the scanner or graphics tablet
- Save your logo as a 'jpeg'

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Mission Statement

- In less than 50 words, create a Mission Statement for your business.
- Go to the WEB if you need examples

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Marketing Plan

- Give examples of how you will use:
 - The Seven Functions of Marketing
 - The Five Utilities
 - The Marketing Mix
- Create a Website
 - Create it using Microsoft FrontPage.
 - Each person must create at least one page.
 - Each site must have 6 pages including the following:
 1. Homepage
 2. Company info page
 3. Product page(s)
 4. Management page
 5. Contact page

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Building Blueprint

Create a front view and a top view of your business. It must be computer generated!!!

You need to include:

- Walls
- Counters
- Shelves
- Registers
- Signs
- Anything else that is necessary for your business

How much money do you need to build and furnish your business?

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Information Brochure

Using Microsoft Publisher create a tri-fold brochure about your business.

You must include:

Company Name

Logo

Address

Contact Information

No spelling errors

Correct size font (12-14)

Mission statement

Product info

Company background or history

It must be printed on one sheet of paper!

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Radio and Television Commercial

Create a radio and a television commercial for your company. Remember to include an opening, body and conclusion for each commercial. Think technical communication!

Radio commercial-you must include:

- Full typed script (16 font)
- 25-30 second time limit
- Record it on the computer using Sound Recorder

Television commercial-you must include:

- Full typed script
- Full storyboard (see handout)
- Edit and record to tape
- 55-60 second limit

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Presentation

Create a PowerPoint presentation for your project.

- Your PowerPoint must include the following:
- Each section of the CAB project
- Must have less than 15 words per slide (including the title)
- Maximum of 25 slides
- No spelling errors
- Professional colors and fonts

Using your PowerPoint presentation that you created, present your company in a roleplay situation.

The situation is:

You are entrepreneurs with a business plan. You will meet with a business loan officer that will decide if you meet the requirements to receive the amount of money to start your business.