

Entrepreneurship Basics: Design a Small Business

Name: _____ Date: _____

LEARNING OBJECTIVE

The student will design a simple business plan poster for an original small business idea.

MATERIALS NEEDED

- poster board or paper
- markers or colored pencils
- ruler
- index cards (for brainstorming)

HANDS-ON ACTIVITY

1. On 3-4 index cards, brainstorm 3-4 different small business ideas (things you could realistically start, like a lawn-mowing service, a pet-sitting business, a craft shop, or a tutoring service), then choose your favorite.
2. On poster board, write your business name in large letters at the top, along with a simple logo drawing.
3. Divide the rest of the poster into 4 sections: 'What We Sell/Do,' 'Who Are Our Customers,' 'Startup Costs' (list 3-4 items you'd need to buy or pay for, with estimated prices), and 'How We'll Make Money' (your pricing plan).
4. Calculate your total estimated startup costs by adding up the items in your 'Startup Costs' section, and write the total clearly.
5. Write one sentence explaining what makes your business idea different or better than similar businesses that might already exist.

QUESTIONS

1. What is your business name and idea, and who are your target customers?
-

2. List your startup costs and the total amount, showing your addition.
-

3. What is your pricing plan (how will you charge customers), and why did you choose that amount?
-

4. What makes your business idea different or better than similar existing businesses?
