

Work in group of 2-3

Day 1

Decide on your business and make detailed plan using the 5 P's

(Product – include product and services offered, packaging, warranty, quality, etc

Price – include cost, selling price, discounts, credit terms, etc

Promotions – include sponsorship, advertising, public relation activities, coupons, etc

Place – include where is your business, market coverage, distribution options, how you obtain product, etc

People – include number of people employed, job titles, qualities, customer service options, etc)

Day 2

Include map of where business is located, Freeform to show business layout (inside and outside) and copies of all promotions used.

Day 3

Develop cost sheet in Excel. Be realistic as possible. Provide loan information (principal, interest, collateral) Must include even if decide different option. Include employee salary and business expenses.

Day 4

Which P is most important to your business and why?

How would you finance your business?

How would you expand your business?

What was most difficult while creating your business plan?

Rubric (50 points)

5 detailed 5 P information

5 Freeform of business layout

5 map of business location

5 all promotions used

5 business income and expenses spreadsheet

5 loan information

5 no errors

5 accuracy and realistic costs and information

5 answer questions

5 use of class time