

L.3 Enterprise Business Plan Worksheet

Answer each question. If you need additional room, please attach a separate sheet of paper. Please include all group member names on your supporting material(s) (artwork, images, photos, etc.).

*****You must create an image of your business logo or your product or service to show with your presentation.**

Names: _____

Date: _____

1. What is the name of your business?

(Naming your business is one of the most fun parts of being an entrepreneur! Choose a name that makes sense for your business and is also catchy and easy to remember.)

2. Explain your business in detail. What is it all about? How will your business make money?

(What goals do you have for your business? How will your business work? Will your business help solve a problem or meet a need?)

3. Describe how you came up with your business idea.

(Explain who or what inspired you.)

4. Describe what your business will sell and to whom it will sell to.

(Will your business sell something people can keep? (i.e. a product/good). Or will it do something for customers so they don't have to do it themselves? (i.e a service). Maybe it's a combination? How old will your customers be? Will they be boys, girls, men, women? Where will they live? What kinds of things will they be interested in?)

5. Explain who you will need to help you start your business.

(Will you be able to do all the work yourself, or will you need help? If you need help, will you get friends or family to assist? What will you ask them to do?)

6. How much money do you need to set up your business? How do you plan to raise that money?

(Most businesses need money to get started. How much do you believe you will need to begin? Why? Will you borrow money, raise the money, or something else? Explain.)

7. Describe how you plan to market, promote and sell your products and/or services.

(How will you spread the word about what your business has to offer? Will you sell the product or provide the service out of your home? Will you create a stand, take orders over the phone/online and deliver, or provide the service at someone else's home?)

8. Explain what will make your business different from other businesses and why it is likely to succeed.

(With your parent or guardian's permission, check the Internet for businesses like yours. If you find similar businesses, describe what will make your business different than the others. What will set your business idea apart and make it better? Why will someone want to buy from your business? How will you encourage more and more people to buy what you sell?)

9. Giving back: How will your business help a community, charity, or another organization that is meaningful to you?

(How might your business have a positive effect on a community, charity, or organization? Will you create jobs, donate money, raise awareness, or something else? How?)

10. How will you present your business plan to the class?

(Plan your class presentation. Next class, each group will be required to present the information from their Enterprise Business Plan Worksheet. Your presentation should be no longer than five minutes and should cover every question in this worksheet. You could take turns reading your worksheet, act out the different scenarios while one group member reads, or even create a powerpoint if you feel inspired. Points will be given for creativity and clarity.)

11. Create an image of your business logo or your product or service to show with your presentation.