

Enterprise Project Teams

Gathering Resources; as part of the Resource Team, your job will be to brainstorm, find, and collect all resources needed to complete your project (if you are creating a cookbook, find a printer and write down the cost of printing; if you are selling salad at lunch or break, find out where you will get a bowl to serve the salad, serving utensils, gloves, etc. You could borrow the bowl from a parent, get the serving utensils from a friend, and buy the gloves at the store with your investment funds).

Marketing; as part of the Marketing Team, your job will be to create a large version of your business' logo, create flyers/posters/radio/tv/youtube advertisements if necessary, create a website/blog/social media (Twitter, Facebook, Instagram, Vine, etc) for your project.

Research; as part of the Research Team, your job will be to research your product/service, how best to market your product/service, where you should sell or distribute it (the location), what kind of demand there is for your product or service, and what price you should charge based on market prices, or prices in your community.

Promotion/Presentation; as part of the Promotion Team, your job will be to create a plan to promote your product/service. How can you use your Marketing Team's work to best sell your product/service? Talk to the Research Team about where your product or service should be distributed, and what kind of promotion it should have. If your Marketing Team created a website/blog/social media (Twitter, Facebook instagram, etc), how can you use this resource to better promote your product/service?

Retail/Selling; as part of the Retail Team, your job will be to create a detailed plan to sell your product/service. When will you sell your product/service (date/time)? Who will sell your product/service? You should make a list with the names of everyone participating in the Enterprise Project and assign them a time and activity to perform on the day(s) you are selling your product/service.

Community Engagement; as part of the Community Engagement Team, your job will be to reach out to your surrounding community to support your Enterprise Project. You could collaborate with the Marketing Team to create flyers to distribute throughout your neighborhood, you could talk to your Research Team to assess who will be most interested in your product/service and contact them directly, or you could create a phone tree of all your classmates parents and call them to invite them to your Enterprise Project day.