

Economics

COVID Weeks 11-15

Name: _____

Period: _____

Directions: You will create a business plan following the “business planning guide.” You will then present your business plan to the class in a form of business proposal.

- Your business will be a NEW business, not an addition to an existing one.
- Your business must be a LEGAL business and not involved in any vices.
- Your business must be located in a real city, but you can make up the address.
- Any copying from the sample or another source is plagiarism.

Schedule: Here is a tentative schedule for the final project (subject to change).

Week Eleven	Marketing Plan
Week Twelve	Current Event (Business Related)
Week Thirteen	Business Proposal Planning
Week Fourteen	Current Event (Business Related)
Week Fifteen	Develop Business Proposal

Helpful Websites (*If you have device/internet access)

Loopnet.org – Real Estate

Studio.tailorbrands.com – Logos and Advertising

<http://www.nyssbdc.org/start.aspx> - Business Planning

<https://www.census.gov/ces/dataproducts/demographicdata.html> - City/Town Data

<http://www.city-data.com/> - City/Town Data

Marketing Plan – Economics Final

Name: _____

Period: _____

Directions: Use this marketing plan to guide your business planning. Attach this marketing plan to your business plan. Attach a picture of your logo to the back of this page (can be hand drawn).

Your marketing plan must include all of the following:

Business Name:

Location of Business (City, State):

Address of Business:

Marketing Slogan:

7 P's of Marketing (See next page for more detailed information):

Product (What is your biggest selling good/service):

Price (How much does it cost?):

Place (Where are you located?):

Promotion (What sale/advertisement will bring people to you?):

People (Who is your target buying group?):

Process (How will you market/sell to them?):

Physical Evidence (What will your final outcome be? Cash? More product?):

Market Strategy

Product

[Describe the products with which you will enter the target market described in the section above. How will this product solve the challenges described in your buyer persona description(s)? What makes this product different from (or at least competitive against) your competition?]

Price

[How much are you selling this product for? Is it competitive? Realistic for your customers' budget? Will you run any seasonal promotions/discounts associated with this product?]

Place

Promotion

[How will you promote this product? Think more deeply than your blog or social media channels. What about this content will drive value into your product?]

People

[Who are you marketing to? Who is going to do the marketing for you?]

Process

[How will the product be delivered to your customer? Is it an ongoing service? How you support their success with your product?]

Physical Evidence

[Where is your product displayed? If you sell an intangible product, how would customers produce visible evidence of your business?]

Economics Final Project – Business Proposal

Name: _____

Period: _____

Directions: Use this guide to build your business proposal. This should be a professional presentation due to the fact that you are asking the bank for money.

Step One: Business Summary / Introduction

- Business Name
- Purpose
- Main Selling Points

Step Two: Business Location

- Location
- Importance of Location (Tourist, Dockside, etc.)

Step Three: Market (7 P's of Marketing)

- Who are you targeting?
- What are you selling?
- How are you selling it?

Step Four: Employees

- Management / Salaries
- Employees / Wages

Step Five: Loan Requirements

- What do you need money for? (Truck, Oven, etc.)
- How much do you need for it?
- How much do you need total?

Business Proposal Requirements

- 1) You will complete a business proposal that highlights different aspects of your business.
- 2) You will use this proposal to ask “the bank” for a loan to begin your business.
- 3) You may create a PowerPoint, Poster, or any other form of media that you find suitable.
- 4) You must highlight the following aspects in your presentation:
 - a. Business Name / Slogan / Logo
 - b. Business Good / Service
 - c. Business Marketing Plan
 - d. Workers Employed / Wages
 - e. Management Positions / Wages
 - f. Budget Sheet / Loan Request (How much money do you need?)