**Social Studies 7  
Ch. 3 – Economic Security**

It’s time to become an **ENTREPRENEUR** and create your own economic security and empowerment by creating your own business! Sadly, you do not have enough **capital** ( the money that is invested or put into the business start up). You will need to seek an **INVESTMENT** from the the Head Villanova Dragon, also know as the “Bank of Ball”. Before asking for this loan/investment from the head dragon , you’ll need a **BUSINESS PLAN** to convince them that they need to invest in your enterprise.

Use the points below to help you organise your plan and your presentation:

1. Create a name for your business.
2. What are you looking for as an investment?
3. What will your profit be at the end of the first year?
4. Where will your business be located? Explain your choice of location.
5. How many employees will you need to run your business? What are their roles?
6. What is your target market/audience/consumer? Explain your choice.
7. i. How is your business different from others? Explain.  
     
   ii. Is your business unique? Will there be competition for your product or service? Explain.

*OR*

1. Explain your publicity strategy.
2. Create a logo or symbol for your business.

**IMPORTANT!!!**

You will work in groups of two (2) to create a business plan and a 2 minute sales pitch/presentation. You could create a PowerPoint to present the necessary information, skit, jingle, visual aids to help you present AND you must submit your LOGO or SYMBOL drawing from question 9. You will have 2 classes to prepare. Work efficiently and work with the END IN MIND.... Profit for your business and investment from the HEAD DRAGON!

Dont’ forget that your success depends on the details included in your plan!

## Getting Started……

Business Idea: What are you selling or what service are you providing?

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What are the expenses in establishing (SETTING UP) your business?

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How much money are you asking to invest into your business? List where that money will be going?

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What is your “PROJECTED PROFIT” (how much are you hoping to make) in your first year?

How much are you charging the customer for the product/service?

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Where will this business be located and do you need to hire empolyees?

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Who is your Target Audience to buy your product/service? (What makes your product/service better than the other products/services that are similar)

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How will the public know about your product/service? How will you get publicity?

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Show the name and logo of your company that will represent your product/service

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