

MARKETING AND ENTREPRENEURSHIP 8 CREATING YOUR OWN BUSINESS

This project will give you an opportunity to be part of a group of entrepreneurs who will create their own retail business!

SUMMARY OF REQUIREMENTS

ASSIGNMENTS:	PARTNER(S) RESPONSIBLE:
1. Business Plan	All Partners
2. Business Logo	
3. Business Cards for each owner	
4. Store Layout / Floor Plan	
5. Print Advertisement	
6. Radio Advertisement	
7. Store Brochure	
8. Business Plan Presentation	All Partners
9. Critical Evaluation of Other Businesses	All Partners

ASSIGNMENT 1: BUSINESS PLAN

You will need to figure out some details your business. Your group should brainstorm and determine the following:

- 1 – Name of your business
- 2 – Type of store / products or service you sell - describe
- 3 – Location of your store – where and why
- 4 – Ownership of your store – what and why
- 5 – What need / want does your product(s)/service satisfy and *why* you think your business will be successful
- 6 – Who is your typical customer? Describe them. (Target market)
- 7 – What product(s) / business(es) are your business's competitor(s)

This information should be typed up and approved by Ms. James before you can continue on with the project.

ASSIGNMENT 2: BUSINESS LOGO

Create a logo for your business. Your logo should be one that will help customers easily recognize and remember your business. Use Canva.com or an alternative platform. Your logo should include your business's name.

ASSIGNMENT 3: BUSINESS CARDS FOR EACH OWNER

Design a professional and attractive looking business card template and then personalize it for each of the owners (each member of your group). The business cards should be standard size (3.5" x 2"). If you prefer an irregular shaped business card, please get approval from Ms. James first. Please create the business cards to fit on a regular 8.5" x 11" piece of paper. They will be printed on cardstock.

You can use the Business Card Template in Word or you can use an online program called Canva. Be creative and make the cards eye-catching. Information to include on each business card:

- ✓ Store Name and Logo
- ✓ Your First and Last Name
- ✓ Your Title
- ✓ Store's Complete Address
- ✓ Phone Number
- ✓ Email Address
- ✓ Logo
- ✓ Slogan

ASSIGNMENT 4: STORE LAYOUT / FLOOR PLAN

Design the layout/floor plan for your store. This should be done on an 8.5" x 11" piece of paper. Your store layout / floor plan should include:

- A. Entrance location
- B. Cash / POS location
- C. Shelving and product displays (as appropriate)
- D. Change rooms (as appropriate)
- E. Furniture (as appropriate)
- F. Lighting and light fixtures
- G. Plants and other decorations (as appropriate)

You can use MS-Paint or MS-Word to draw your layout electronically or you can draw by hand. Ensure that all items on your floor plan are labelled. You will also describe all of the above, including details such as colours, shelf/display types, etc. Describe your layout / floor plan such that it helps the reader visualize your store as if they were in your store.

ASSIGNMENT 5: PRINT ADVERTISEMENTS

Your store is NEW so the purpose of your advertisement is to create awareness of your business. Be creative!

Each ad is to take up an entire sheet of paper and should include the following:

- ✓ A catchy Headline
- ✓ A creative and relevant Visual/Graphic
- ✓ Brief yet informative Text
- ✓ A complete Signature – include the address / location of your business.

Keep your target market in mind when you are thinking about your headline, your visual, etc.

ASSIGNMENT 6: RADIO ADVERTISEMENT

Your store is NEW so the purpose of your advertisement is to create awareness of your business. Be creative!

Your radio ad should be exactly 60 seconds (+/- 3 seconds). It should include:

- ✓ Voice and music that is consistent with your store
- ✓ Focus – one primary message that you want listeners to hear
- ✓ Something memorable like a catchy slogan

Make sure you say your company name and a call to action at the end of your ad.

ASSIGNMENT 7: STORE BROCHURE

The store brochure is where you will describe your store's concept – What is your store's purpose and how will you will fulfill that purpose? Be informative and creative. Use the Brochure Template in Word or Canva to create your brochure. Remember, the aim of your brochure is to raise awareness of your new business. It should inform potential customers about what you sell and how your business and it should make them curious enough about your business to want to visit it in the near future.

Items to include on the front page of your brochure:

- ✓ Store Name
- ✓ Store's Complete Address
- ✓ Phone Number
- ✓ Website Address and/ or Email
- ✓ Logo
- ✓ Slogan

You must also include at least TWO appropriate graphics in your brochure.