

Start Your Own Business!

After reading *Amelia Bedelia Means Business* (Parish, 2013) and discussing her efforts to raise money to buy a bike, we will brainstorm potential businesses for all the students in our class. It will be your task to create a business that can be successful and make money! After setting up your business, we will have a fair set up where you will get to advertise and sell items you make!

Project Tasks

1. Brainstorm! Discuss possible things you could sell with your partner. Remember to keep your costs low so the profit will be high. This should be completed and approved before you begin your project. Complete the “Business Plan Template” for step-by-step directions on creating your business plan.
2. Advertise! Once you have created a business plan that explains how you can be successful, you will advertise your product in a multimedia presentation using technology tools (web 2.0 tools, video, or a blog). Check out the resource list for ideas on tools that you can use. We will show your advertisements to our entire grade. Checklist for advertisement:
 - One catchy quote or slogan that describes what you are selling
 - A creative business name that is large and colorful
 - At least four images
 - Plenty of color
 - The price
 - Two reasons why someone should buy your item
 - Information that makes people want to buy what you are selling
3. Produce! Make your product. You will need to decide how much of the product to make.
4. Set up! Gather items to decorate your table informing customers of your product and its price.
5. Sell! As students enter the classroom, you will need to be prepared to sell. The more you sell, the more money you will make.
6. Win! Whoever has the most profit wins.
7. Follow the guidelines! Use the rubric as you complete each step of your assignment. It gives details about your business plan as well as how to format the presentation. This will allow you to get the most points possible.

Business Plan Template

In order to increase collaboration among students and the teacher, this template can be copied into Google Docs, where students can then work to complete it with increased collaboration and immediate feedback from the teacher and peers.

Business name: Be creative, and make it grab people's attention!

1. The big idea: What is your business idea? What are you going to sell?

2. Skills and knowledge: List at least three skills that you must have or three things that you must know to create and sell your item.

3. Marketing:

▲ Who is going to buy your product or service?

▲ How will you advertise (spread the word about) your business?

▲ What will you include in your presentation to grab people's attention and make them want to buy your item?

4. Costs and benefits: Businesses are started to make profit. Profit is the amount of money you earn from a business, after all its expenses are paid.

▲ Start-up costs: In order to begin your business, what amount of money will you need, and what will you spend that money on?

▲ Cost per unit: How much money will it cost for each item that you are making?

▲ Price per unit: How much money will you charge someone for buying your item? You will want to make this amount bigger than the cost per unit so that you make a profit.

▲ Profit: How much money will you make for each item sold? Subtract the cost per unit from the price per unit to find your profit.

5. Potential for success: In one complete paragraph (three to five sentences), explain why you think this business will be successful. Explain why your item will sell the most.

Scoring Rubric

Acceptable student performance is level 3 or higher.

Objective 1: Students will create a business plan for their own business for the school fair.				
	1 SIGNIFICANT REVISION NEEDED	2 SOME REVISION NEEDED	3 PROFICIENT	4 EXCEEDS EXPECTATIONS
Content	Provides a short, illogical plan Describes illogical coherence of the business plan's elements Contains six or more grammatical errors	Includes a brief analysis of the pieces of the business plan; many elements missing Describes poor coherence from one section of the business plan to another Some parts of the plan are not logical and do not fit Contains three to five grammatical errors	Has a logical analysis of most of the business plan's elements Includes an adequate description of the business idea, skills and knowledge, marketing, costs and benefits, and the business's potential for success Demonstrates understanding of most elements of a successful business plan Contains one or two grammatical errors	Has a logical, detailed analysis of all the business plan's elements Includes a detailed description of the business idea, skills and knowledge, marketing, costs and benefits, and the business's potential for success Demonstrates coherent, logical description of all elements of the business plan and how to be successful Contains no grammatical errors

Objective 2: Students will use web 2.0 tools to create a multimedia presentation advertising their business and product.

	1 SIGNIFICANT REVISION NEEDED	2 SOME REVISION NEEDED	3 PROFICIENT	4 EXCEEDS EXPECTATIONS
Advertisement or Presentation	Gives short, illogical advertisement	Has a brief advertisement; doesn't clearly explain the business	Has a persuasive advertisement; advertisement covers the entire business and explains it clearly Answers questions readily during the fair	Has a persuasive advertisement; advertisement covers the entire business and explains it clearly and completely Answers questions from peers during the fair

Sources: Biz Kid\$. (n.d.). Guide to writing a business plan. Accessed at <http://bizkids.com/wp/wp-content/uploads/Kids-Business-Plan.pdf> on June 29, 2016; Parish, H. (2013). Amelia Bedelia means business. New York: Greenwillow Books.