

# CREATE YOUR OWN BUSINESS PROJECT

As you know, college is expensive so you need to begin thinking about how to pay for it. You also may need a car to get you to and from college. You should begin thinking about ways you can earn money. A part-time job may be a first step for you. Summer is just around the corner and is a great time to start a business. For this project, you will think of a product or service that you could provide to the public as a part-time job. Then, in Google Slides, you will create a 1.) a business plan and 2.) a flyer for your new business. Though your flyer does not need to be passed out to the public for this project, you may wish to use the flyer if your parents and you decide a part-time job is a good idea for you. **A printed copy of your business plan and flyer will be placed in your Scholars portfolio.** You may work alone on this project or you may have a partner. Optional: To find an interesting template for your Slides presentation, visit [www.slidescarnival.com](http://www.slidescarnival.com)

## Due Date:

Your Google Slides business plan and flyer are due for presentation to the class on \_\_\_\_\_.

## Part 1: Business Plan

You will be creating a simple business plan using Google Slides. A business plan is a document that describes the product or service and how it will make money. Think of a business plan as a roadmap. It allows you to plan out various aspects of your business on paper and helps keep you from making unnecessary mistakes later on.

- Open a blank presentation in Slides. Rename the untitled presentation “Business Plan”.
- Click on the “File” tab at the top left side of the presentation. Then click on “Page Setup”.
- Click on ▼ to change the page set up from “Widescreen 16:9” to “Custom”. Change the dimension from 10 x 5.62 inches to 8.5 x 11 inches. Click on “Apply”.
- **Slide #1:** For the title of the first slide, type “Business Plan”. For the subtitle, type your name(s) and class period.
- **Slide #2:** Click on the “Insert” tab at the top left side of the presentation. Click on “New Slide”. The title for this slide should be the name of your business. Insert a picture or logo for your business. A logo is symbol or graphic that helps customers identify your business. (i.e McDonalds has the golden arches, Nike’s has the swish, Target has the bullseye, etc.) You are not required to use this website, but it may help you create a logo: [www.freelogodesign.org](http://www.freelogodesign.org)

- **Slide #3:** Click on the “Insert” tab at the top left side of the presentation. Click on “New Slide”. The title for this slide should be “Product” or “Service”. A *product* is an item that you *sell*. A *service* is something that you *do* for others. 1.) Describe what your product or service is. 2.) What makes your product or service unique? 3.) Why will people buy this product? *Insert a picture of the product or service.*
- **Slide #4:** Click on the “Insert” tab at the top left side of the presentation. Click on “New Slide”. The title for this slide should be “Marketing”. 1.) Describe who you want to sell your product or service to. Are they adults? Kids? Teens? Moms? Men? Women? 2.) Where will you sell your product or service? 3.) How will you advertise your business?
- **Slide #5:** Click on the “Insert” tab at the top left side of the presentation. Click on “New Slide”. The title for this slide should be “Startup Costs”. 1.) How much will it cost to start your business (startup costs)? What materials, supplies, or equipment will you need? 2.) Where will you get the money for your startup costs? Will you get it from family and friends? Will it be from your savings account? Will it be from a bank?
- **Slide #6:** Click on the “Insert” tab at the top left side of the presentation. Click on “New Slide”. The title for this slide should be “Costs”. 1.) If you are making a product to sell, what does it cost for each product? To find out the cost for each product, divide the total expense for the supplies divided by the number of products that can be made with those supplies. 2.) If you are providing a service, how much does it cost for each hour of service? To find out the cost for each hour of service, divide the total expense by the number of hours of work.
- **Slide #7:** Click on the “Insert” tab at the top left side of the presentation. Click on “New Slide”. The title for this slide should be “Pricing”. 1.) How much will you charge for your product or service?
- **Slide #8:** Click on the “Insert” tab at the top left side of the presentation. Click on “New Slide”. The title for this slide should be “Profit”. 1.) When you sell each product or service, what will your profit be? To figure out what your profit will be, subtract the cost from what you sell each product or service for. 2.) What will you do with the profit? Will you buy more supplies? Save for college? Donate to charity? Be sure to set aside at least some of the money to reinvest in your business.
- **Slide #9:** Click on the “Insert” tab at the top left side of the presentation. Click on “New Slide”. The title for this slide should be “Challenges”. 1.) What challenges do you think you might encounter as you start your business?

## Part 2: Flyer

In the same Google Slides presentation that you created your business plan, you will create a flyer. The flyer will be slide #10 in your business plan. Watch the following 15 minute tutorial on how to make a flyer using Goggle Slides: [www.youtube.com/watch?v=ntoQcHUUZNe](http://www.youtube.com/watch?v=ntoQcHUUZNe) Use some of the tips you learned from the video as well as the tips below to create a flyer for your business.

- Do a Google search for business flyer ideas and tips
- Make your business name stand out by using a larger font than the rest of your sign or flyer
- Add a logo. A logo is symbol or graphic that helps customers identify your business.
- Put contact information (name, phone number, email address)
- State how your product or service is better than the competition
- Offer a discount. The discount can be a percentage or dollar amount off of your regular price(s).
- Use a catchy slogan (a saying that can easily be remembered)
- List your product(s) or service(s)
- List your prices
- Limit the amount of text on the page
- List your experience or special skills
- Print in color (not required for this assignment, but a good idea if you actually start your own business)

## Possible Business Ideas:

- Paint street numbers on curbs
- Carpet cleaner
- Babysitting
- Landscape maintenance (mow lawns, do weeds, install sprinklers, plant plants, trim bushes, pick up dog poop, rake, etc.)
- Website developer
- Computer training
- Graphic design (create logos, flyers, signs, etc.)
- Painter
- Dog walker
- Pet sitter
- Wash and groom pets
- House sitter
- Clean gutters
- Car detailing
- Tutoring
- Clean houses

- Lemonade stand/ice cream stand
- Handyman (or woman)
- Write articles for online websites like Ezine.com, Howthingswork.com, and Wiki.com
- Sell handmade items on <http://www.etsy.com/>
- Photographer
- Videographer
- Teach (swim lesson, crochet, knitting, sewing, guitar, piano, another language, etc.)
- Window washer
- Paint seasonal pictures on windows
- Be a personal assistant
- Clean/organize garages, cupboards, closets, desks, etc.
- Cook meals for others
- Recycle (cans, plastic bottles, etc.)
- Pool Cleaner
- Paint street numbers on curbs
- Make address signs with wood and a router
- Gum ball machines/vending machines
- Pass out flyers with coupons for businesses (you get 25 Cents for each on that is redeemed)
- Disc Jockey (DJ)
- Party Planner
- Resell items bought with coupons
- Come up with your own idea and have it approved

## SCORING GUIDE FOR CREATE YOUR OWN BUSINESS PROJECT

|  | Possible Points | My Points |
|--|-----------------|-----------|
| Slide #1 – Title slide   | 5               |           |
| Slide #2 – Name of business and logo                                 | 10              |           |
| Slide #3 – Product or service and picture                            | 5               |           |
| Slide #4 – Marketing   | 5               |           |
| Slide #5 – Start-up Costs  | 5               |           |
| Slide #6 – Costs   | 5               |           |
| Slide #7 – Pricing   | 5               |           |
| Slide #8 – Profit  | 5               |           |
| Slide #9 – Challenges  | 5               |           |
| Slide #10 - Flyer  | 20              |           |
| Makes eye contact with entire audience while presenting project      | 15              |           |
| Speaks loudly, clearly, and with enthusiasm while presenting project | 15              |           |
| <b>Total</b>   | <b>100</b>      |           |