

Entrepreneur Project

Name: _____

1. Take the entrepreneurship self assessment
2. Research and learn from other famous entrepreneurs. What Makes a Successful Entrepreneur Activity
3. Brainstorm business ideas
4. Name which of the 6 types of business you will have and choose one of your business ideas.

5. Learn about marketing. Write out a marketing mix strategy using the chart provided.
6. Explain why there is a market or need for your product or service. Prepare a market survey or interview questionnaire. Give to 10 people and analyze results.
7. Develop a customer profile for your business. List the geographic, demographic, and social traits of your target market for a product from your business idea.
8. Identify the target market for your business. Create a target market figure from one of your business ideas and present to the class.
9. Choose your main product from your company and make up a supply and demand curve for your product. Explain how you determined your price for this product in relation to the market economy. Research a cost price on one of your items to help you determine a selling price.

10. Choose a problem from the teacher list or create a problem that may arise in your business. Choose a problem solving method to model that will help resolve the issues.

11. What type of insurance will you have to protect your business? Complete the activity sheet and create a plan to protect your business.
12. Create a balance sheet of your business
13. Create an income statement for your business.
14. What type of laws will govern your business and help protect you as a business owner?
15. Create a presentation of your business plan to the class.

Skills Used

Entrepreneurship

Communication Skills

Risk Management

Accounting

Economics

Marketing

Business Law

Problem-solving/critical thinking