

Name _____ Date _____

**Entrepreneurs
Business Plan Form**

Business plan for _____

Submitted by _____

1. What product or service will you provide? _____

2. How do you intend to produce this product or service? _____

3. Why are you thinking of starting this company? _____

4. Where would you locate your company? _____

5. When would you expect to open? _____

6. Who are your potential customers? _____

Write a general description of your proposed business and how it would work.

Create an Ad for Your Entrepreneurial Business Plan

- **Directions:** Create an ad for your business including a slogan. The ad presentation should be neat, creative and attractive to the consumer.
- **(Ex of Slogans:** Nike: Just do it. L’Oreal: Because you’re worth it; Folgers: The best part of waking up, is Folgers in your cup)
- **Make sure your ad shows WHY consumers would want to buy your product.**

Rubric:

- All questions thoughtfully answered on the business plan form: 50 points
- Presentation: 25 points
- Creativity in ad (neatness, attractive quality) and product (thought was put into the product you are creating): 25 points

Entrepreneurial Traits

- **Independence**—the desire to be your own boss.
- **Self Discipline**—the way we train ourselves to meet certain goals.
- **Concentration**—“sticking” it out through distractions to get the job done.
- **Persistence**—never showing discouragement, always thinking of new ways to approach a problem and acting on your ideas.
- **Creativity**—the ability to come up with clever, workable solutions.
- **Businesslike Attitude**—possessing the knowledge of your chosen business and having the savvy to conduct business.
- **Hard Work**—being capable of doing the work *and* enjoying it.
- **Motivation**—the mental and physical drive to succeed, to accomplish chosen tasks on your own terms.
- **Confidence**—having a firm belief in your own capabilities and your chances of success.
- **Willingness to Take Risk**—the readiness to sacrifice your own security, if need be, in order to accomplish your goals.
- **Human-Relation Skills**—the ability to get along with others, to inspire cooperation, confidence and loyalty
- **Communication Skills**—the ability to express yourself and to understand others so that ideas can be shared.
- **Technical Ability**—the expertise to produce the goods and services of your business.
- **Ability to Make Decisions**—the talents to analyze complex situations and draw conclusions that will make the business succeed.