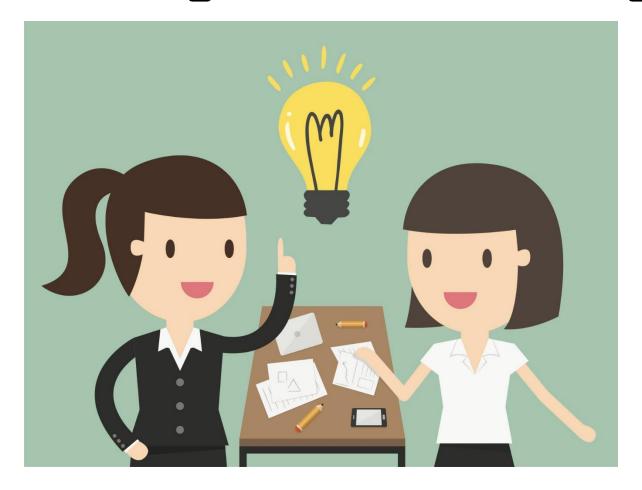
Name \_\_\_\_\_\_ Period \_\_\_\_\_

# Unit 6

### Entrepreneurship



## Standards and Objectives Unit 4: Entrepreneurship

#### **STANDARD 3**

Students will explore employability skills, entrepreneurship, the principles of the free enterprise system and their impact on families, communities and careers. (College and Career Ready Skill Development)

**Objective 1:** Discuss employability skills preparation.

- a. Identify characteristics of a good employee.
- d. Discuss how social skills and conflict resolution are helpful in obtaining and maintaining a job.

**Objective 2:** Complete a free enterprise experience. Develop a business plan that incorporates the following: (\*STEM: Math, Engineering, Technology, and Technical Reading/Literacy)

- a. Select a product or service to sell.
- b. Conduct and analyze a market survey.
- c. Design packaging for the product if applicable.
- d. Establish a price for the product.
- e. Conduct an advertising campaign.
- f. Produce and sell the product.
- g. Evaluate the effectiveness of the process/business plan.

#### **Free Enterprise and Entrepreneurship**

#### What is an Entrepreneur?

• A	A person who _	an enterprise or		
Top 10	Traits of En	ntrepreneurs		
Top 10	Risk Takers C Craves Willing to D Employabil Oress/G Work Ethic	P	 Product	
	Dependability	• A	-	
Busine	ess Terms	The sale of the sa		
		The sole owner, partnership, or corporation that creates and sells a product service.	: or	
		Something produced, or made, to sell.		
	Work done by others for others.			
		Money paid to someone (usually employees) for the work or service they pe	erform.	
		Money a company received from selling a product or service.		
	A cost associated with operating a business.			
	Money gained after expenses have been paid.			
	The amount of money lost when expenses exceed the revenues.			
	Revenue minus Expenses = Profit or Loss			
		Ways of attracting public attention to a product or business. Promotion of the company.		
What	Makes a Goo	od Company?		
• 1	Иake	products or services. • the comn thy working • community		
<ul> <li>Treat employees</li> <li>Demonstrate good business</li> </ul>				

Name:	Company Name:
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#### **Market Surveys**

Each member of the company will complete four different market surveys. Choose your top four ad choices as a group and then each member will interview four different class members.

Ask them which product they would most likely buy.

This would help you determine the market and demand for what your business would sell.						
Market Survey 1						
Clothing/Accessory 1:	Rating:					
	1 <sup>st</sup> Choice					
	2 <sup>nd</sup> Choice					
	3 <sup>rd</sup> Choice					
	4 <sup>th</sup> Choice					
	Would Not Buy					
Market Survey 2						
Clothing/Accessory 2:	Rating:					
	1 <sup>st</sup> Choice					
	2 <sup>nd</sup> Choice					
	3 <sup>rd</sup> Choice					
	4 <sup>th</sup> Choice					
	Would Not Buy					
Market Su	irvey 3					
Clothing/Accessory 3:	Rating:					
	1 <sup>st</sup> Choice					
	2 <sup>nd</sup> Choice					
	3 <sup>rd</sup> Choice					
	4 <sup>th</sup> Choice					
	Would Not Buy					
Market Su	irvey 4					
Clothing/Accessory 4:	Rating:					
	1 <sup>st</sup> Choice					
	2 <sup>nd</sup> Choice					
	3 <sup>rd</sup> Choice					
	4 <sup>th</sup> Choice					
	Would Not Buy					

#### **MARKETING NOTES**

Free Enterprise: Individual	of a	in a competitive market,	
free from government restraint.			
Marketing: The		, and distributing	
products in order to satisfy customer's	needs and wants.		
The 4 P's of Marketing			
1. P			
What are you selling to the customers	tomer?		
• Goods:		<del></del>	
• Services:			
• Ideas:		<del></del>	
What Matters Most?		, Quality Level, Format/Packaging	
2. P			
• L			
• Transportation			
<ul> <li>Coverage</li> </ul>			
• I			
3. P			
• List P			
• D			
• Allowances			
4. P			
• A			
<ul> <li>Public Relations</li> </ul>			
Direct Marketing			
• S N	1		

• Events