Business Law--Mrs. Outland

When thinking of setting up a law firm, one should consider drafting a working business plan. The plan should focus on several components to operating a successful law firm, including marketing, operations, finances and the like.

***Your task***:

For this project, you will work in a group of two or three to create a business plan and a presentation for your fictional law firm.

***Submitting the finished products—Each Person will submit the finished products.***

When finished, upload to Google Classroom. There is a location for the Business Plan. A separate location for the PowerPoint.

**Point Value:**

**Business Plan: 100 Summative points**

**PowerPoint: 100 Summative Points.**

***You should address the following******items****.* **Type the information in Microsoft Word. Use a Business Plan format. Bold and put the side headings in all caps. Use Times New Roman Size 12. Double-space between sections.**

1. Name of your Law Firm
2. Type of Legal Services (what field(s) of law do you practice?)
3. Mission Statement/Objectives – a short specific statement of the purpose, goals, and direction of the business. What is your law firm’s mission statement?
4. Location(s) – where will you locate your firm(s)? and describe what your law firm will look like. What kind of image and environment do you want to portray?
5. Finances – What are sources of financing – how will you obtain money to start the law firm?
6. What are some of your start-up expenses? These are costs you must pay BEFORE you open your law firm.
7. What are some of your operating costs? These are costs you must pay to operate your law firm.
8. Human Resources – what employees/positions do you need to hire to work at your law firm?
9. Pricing for your legal services –be specific. (use a table to create a nice menu of services)
10. How will you advertise?
11. Prospective Clients – who are your potential customers? This is your target market.
12. Community Involvement/Corporate Social Responsibility – how will you give back to the community, society, and environment?

***Create a Presentation—Use PowerPoint (no Google Slides)***

* Create a professional presentation to show to “investors”.
* Use a nice template that looks like something a law firm would use.
* Add transitions to each slide.
* Limit text on each slide. Use pictures and clip art—be professional.
* On the Title slide, use a professionally dressed picture of the owners—yes, you and your group—along with the firm’s name.