**Step 1:**

You are starting your own business! Think about what type of business ownership you want. You may choose a sole proprietor or a partnership with one other person. What product or service can you provide? You must be able to actually make the product (cookies, drinks) or perform the service. This is your first step. Decide what business you want to “own”. Once you have decided what your business is going to be, think of a suitable and **SCHOOL APPROPRIATE** name for that business. Choose wisely, because you will build your business on this name. This part is due at the end of class on February 9, 2017.

Some ideas for your “business” for this class: Tutoring services, Kool-Aid, baked goods, draw/art work, nails, beauty advice, sports tutor, singing, playing an instrument, crafting, scrapbooking, etc.

In a Word document, in an easy to read format, type the following information:

* + The name of your new company.
	+ What product and/or service your company will provide.
	+ Is this a sole proprietorship or a partnership of two people? List the names of the owners.
	+ Who will be your target audience? Who is your demographic? Who will be our customers?
	+ Save early, save often. Print this document. Hold for collection.

**Step 2:** Begin creating your logo.

This must be an original design and relate to your business. Give this some thought. The logo sketched by hand is due at the end of class on February 9, 2017. Remember, a logo includes a graphic that represents your company and the contact information for the company. Staple the logo drawing to the document above.

Now that you have decided what business you will own and what it will be named, you need to complete the following steps to prepare your business to open:

1. **Design a logo for your business.** **Use your logo to create the following**:
	1. *Envelope (Mailings Tab, Envelopes, Enter*

*a Return Address)*

* 1. *Labels (Mailings Tab, Labels Button, Check the “Use Return Address Box”*
	2. *Business Card (Pick a template and put your info. and logo on it)*
	3. *Flyer (Template-Make sure you put some information about your company such as products or services offered, pricing, etc.)*
1. **Use Excel to create the following:**
	1. List of inventory
	2. Blank Invoice for future use
	\*\*\*Use your logo on Excel Documents.\*\*\*
2. Once you have created all of the items needed for your business, send your instructor an e-mail with all items attached.

**\*\*\*\*If your business documents contain anything that is not school appropriate, it is an automatic ZERO and a trip to the office! \*\*\*\***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item** | **3** | **2** | **1** | **0** |
| Business is realistic | Yes | Somewhat | A little | Not at all |
| Business name is appropriate for the business | Yes | Somewhat | A little | Not at all |
| Logo is designed | Yes |  |  | No |
| Logo is appropriate  | Yes |  |  | No |
| Logo is polished and neat | Yes | Somewhat | A little  | Not at all |
| Envelope was created | Yes | Yes, but with 1-2 errors | Yes, but with multiple errors | No |
| Labels were created | Yes | Yes, but with 1-2 errors | Yes, but with multiple errors | No |
| Business Cards were created | Yes | Yes, but with 1-2 errors | Yes, but with multiple errors | No |
| Flyer was created | Yes | Yes, but not very polished and neat. | Yes, but missing information, very sloppy. | No |
| Inventory list was created in Excel | Yes | Yes, but not very polished and neat. | Yes, but missing information, very sloppy. | No |
| Invoice was created in Excel | Yes | Yes, but not very polished and neat. | Yes, but missing information, very sloppy. | NO |
| Time | Student worked diligently |  |  | Student did not work diligently |
| **Totals** |  |  |  | \_\_\_\_\_/30 |