BUSINESS PLAN PROJECT - THE IDEA

Today, you will start planning your new business venture. The first step is to complete the information in the spaces below. Then you'll start putting together a PowerPoint overview of your business, based on this initial information. **Business Idea** Briefly describe your business idea. **Business Name** What will you name your business? **Business Slogan** Think how you would communicate what your business does. What sort of motto or slogan would you write for your business? **Academic and Work Qualifications** Describe any academic and work qualifications that you have that relate to your new business.

Personal Characteristics and Skills Describe any personal characteristics and skills that you have that relate to your new business.

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| Background How did you come up with this idea? What PROBLEM does your business solve? Who is your TARGET MARKET? Be specific. |
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| Supply and Demand |
| What factors will influence the demand for your product or service? Think about the business that you would like to start. What factors will influence the demand for your product or service? What factors will influence the supply for your product or service? |
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| Type of Business What type of business will your start? Based on what you know about the different types of businesses, which is the type of business you will start? Why are you choosing this type of business? Manufacturing Wholesaling Retailing Service |
| Type of Business: |
| Why? |
| <u>Location</u> Where will you locate your business? Do some research and find a real location that you can establish your business. You will need to set it up in the Cincinnati area, but think about where in the city neighborhood, street, area, etc. |
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