

BUSINESS PLAN PROJECT: Start Up and Review

STEP 1: ADD FOUR MORE SLIDES

Today, you'll be adding four more slides to your PowerPoint:

13. Form of Business (sole proprietorship, partnership, or corporation) ... and why (what are the reasons for choosing this form of business)
 14. Location/Layout (include a shot of your floor plan ... use the snipping tool to grab a screen shot of the image – click on the start button and search for “snip” in the search box)
 15. Equipment/Supplies/Inventory (list everything you'll need to get your business started, along with approximate costs of each item)
 16. Staffing (what employees will you need to hire (and why) ... and make sure to include how much you will pay them!!!)
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STEP 2: REVIEW/IMPROVE WHAT YOU HAVE

You will need to go back through your slides and make improvements, additions, and enhancements. Include pictures, clipart, interesting (and legible) fonts, animations, and/or transitions. Make it interesting and engaging. Make sure you are TELLING A STORY about your business!

Your PowerPoint should have all of the following slides (although you can include additional slides):

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|------------------|----------------------------------|
| 1. Problem | 9. SWOT Analysis |
| 2. Solution | 10. Market Research |
| 3. Target Market | 11. Competitors |
| 4. Strategy | 12. Competitive Advantage |
| 5. Product | 13. Form of Business |
| 6. Price | 14. Location/Layout |
| 7. Place | 15. Equipment/Supplies/Inventory |
| 8. Promotion | 16. Staffing |

STEP 3: LOOK AT AN EXAMPLE

To get some ideas on how the finished product should look, take a look on the class website at the “BUSINESS PLAN PROJECT” section (bottom of the junior page). You'll see a file called “Sample Business Plan”. Check it out. This was a business plan that took one of my students to BPA Nationals last year. You'll notice that the order of the slides is a little different ... and there are additional slides that we haven't really worked on yet (like the financial info toward the end). But you should be able to get some ideas from reviewing it.

STEP 4: ADD FINISHING TOUCHES

Finally, I want you to add whatever finishing touches you think are needed to make this a professional business plan presentation. **YOUR PRESENTATION MUST BE HIGH QUALITY AND EXCEPTIONALLY WELL PREPARED ... MAKE SURE YOU MAKE IMPROVEMENTS TODAY!!!**