

Activity 3

Create your plan of action

Let's get down to business.

My business idea is: _____

My product/service is: _____

What will make my business stand out from others? _____

Who are my target customers? _____

Goal:

Design a detailed plan for your business

Time it will take:

1.5 hours

You'll need:

- A pen or pencil

Where can I advertise? (I.e., on social media, the local newspaper, posters?)

Where will I sell? _____

How much will the product or service cost? _____



Tip:

A good rule is to set your price at least twice the amount it takes to create your product. If you provide a service, think about the cost of any supplies you need to do your job and how long it will take to complete your task.

Other things to think about:

- The cost of advertising your business
- The cost of paying people to help you with your business