

# Starting a School-Based Business

You are one of 30 business students selected to start a school-based-enterprise. Your first step is to generate a business idea that aligns with the policies and need/wants of the school. You will recognize a business opportunity for NHS and present it in an organized and convincing manner using a PowerPoint presentation. You will use the PowerPoint to present your idea to our class.

1. Generate a Business Idea that can be implemented as a **School – Based Business**. Answer the following questions for your idea.(typed report, MLA style, minimum 2 pages), use these as headings:
  - a. **Production**- if someone had never heard of your product or what you do, they would be able to have a good vision of it, don't just list "We will sell fruit", list the specifics in this section.
  - b. **Need** - Don't be general, why is there a need for your product AT SCHOOL, and why is it not simply a "want". Think about what your product does for kids/teachers, why it's different than what is already offered here, etc.
  - c. **Competitors** - Where would someone else spend their money instead of spending it at your establishment? Do not be naïve enough to think that it's just other vendors with similar products, think anywhere they can spend their money
  - d. **Physical Materials** - Tables, Cash Register, Cups, Plates, and your products/materials in your product) – This needs to be completed in a well-formatted table (organized, color, etc.) with items and costs listed appropriately
  - e. **Production Costs** - How much you purchase the item in bulk for/how many items are in the package) Ex. It costs \$4 for 100 cups = 4 cents each – \$4 for 20 pours of coffee = 20 cents per cup.  $20 \div 4 = 5$  cents per cup of coffee. Follow the same table format as the previous section.
  - f. **Sales / Profit** - Use the production cost above, create a table and add a profit column and list prices minus costs to determine profit per item sold.
  - g. **Startup Costs** - (Supplies, Bulk amount of product first purchased, machinery, etc.) Another table needs to be included and formatted as previously mentioned
  - h. **Employees** - (3 minimum, unless you want to hire more employees) (Use your real lunch schedules to fill in items below)
    - o **Hours of Operation**- (*Cannot be during class hours*)
    - o **Location**- (*Find an actual location in our school*)
    - o **Roles & Responsibilities**- (*What will each person be assigned to, be specific, cleanup/setup/deposits/marketing/product making/purchasing*) List specific job titles, not people's names. Create a table to organize this
  - i. **Expected Profit** - Create a table listing the following: Multiply the number you expect to sell per day per product. Then multiply that number by the number of days you will sell (160 if it's every day of the school year). Then also add a short paragraph about your profit estimate and why you think you'll sell that many.
  - j. **Challenges** - *What could stop you from being successful? DO NOT list that you could lose money or customers, list WHY this is possible.*
2. Create a PowerPoint presentation to convince your instructor and other participants that you (the team) can make this business idea work.
3. After all ideas have been presented, discuss and select the best group that we would implement if we had to choose. Winner gets ??? What do you want the "prize" to be?
4. Upload both the PPT and MLA Paper to schoology.com. Make sure all group members names are on both files!

You will have **6 class periods** to generate an idea, type up the written report and create a PowerPoint Presentation. Make best use of time and work together as a group!

In case you have forgotten -- [MLA Style Formatting Guidelines](#)

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## Starting a School-Based Business

Possible Points	Assessment/Skill Items	Student	Teacher
<b>MLA Project Paper</b>			
15	Page Number Correctly Placed on Each Page ; Title of Paper ; Title of each paragraph; indentation at new paragraph Entire project double spaced, 2 page min (10pts) Works Cited Page on its own page and MLA Style with hanging indent (5pts)		
10	<b>Production</b> –sufficient supporting information		
10	<b>Need</b> –sufficient supporting information		
10	<b>Competitors</b> –sufficient supporting information		
15	<b>Physical Materials</b> –sufficient supporting information (table well formatted)		
15	<b>Production Costs</b> –sufficient supporting information (table well formatted)		
15	<b>Sales/Profit</b> –sufficient supporting information (table well formatted)		
15	<b>Startup Costs</b> –sufficient supporting information (table well formatted)		
15	<b>Employees</b> –sufficient supporting information (how many people, hours, location, responsibilities) (table for employee/responsibilities well formatted)		
15	<b>Expected Profit</b> –sufficient supporting (table well formatted)		
15	<b>Challenges</b> –sufficient supporting information		
50	<b>Presentation</b> – <ul style="list-style-type: none"> <li>- Presentation was delivered in an influential and knowledgeable manner – all questions answered (25 pts.)</li> <li>- Idea was creative and could actually feasibly be implemented into the school (15pts)</li> <li>- Presentation follows exactly in order of paper (5pts)</li> <li>- No grammatical or spelling mistakes (5pts)</li> </ul>		
<b>200</b>	<b>TOTAL</b>		

Group Member Names:

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