

Business Development & Entrepreneurship

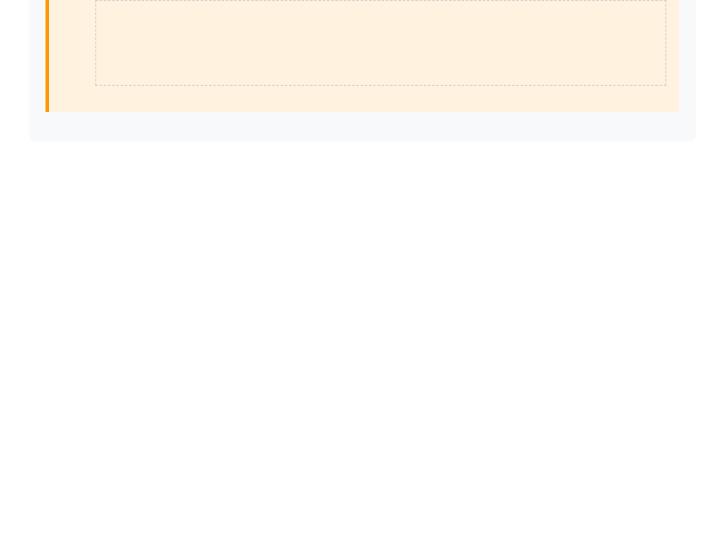
	Business Basics (20 minutes)
Define the following	ng business concepts in your own words:
1. What is entr	epreneurship?
2. Name three	characteristics of successful entrepreneurs:
3 What is the	difference between a product and a service?
3. What is the	uniterence between a product and a service:
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Mini Case Stud	y: Local Success Story
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Mini Case Study Sarah's Sustain	
Sarah's Sustain Sarah, a 16-yea	able Snacks r-old student, started selling homemade healthy snacks at school events. She noticed
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Business Model Canvas Workshop

1. Customer Segments	2. Value Proposition
Who are your customers?	What value do you deliver?
3. Channels How will you reach customers?	4. Revenue Streams How will you make money?
roup Discussion	
In groups of 3-4, discuss and answer: 1. What makes your business idea union	que?
1. What makes your business idea unic	
Generated by Planit Tea 2. How will you attract your first custor	achers Al Page 1 ners?





Market Research Exercise (25 minu	ites)	
Conduct a basic market analysis for you	business idea:	
1. Target Market Profile • Age range:		
• Interests:		
Buying habits:		
2. Competitor Analysis	Chromatho	Weaknesses
Competitor	Strengths	weaknesses
Generated by PI Market Trends Analysis	anit Teachers AI Page 3	
Identify and analyze current market trend	ls:	
1. What technology trends might aff	ect your business?	

2. What social trends could impact your market?

	t these trends affo	 	
L		 	





Complete the following financial exercises for yo	our business idea:
1. Startup Costs Calculation	
Item	Estimated Cost
Equipment	
Supplies	
Marketing	
Other	
Total	
2. Monthly Revenue Projection	
3. Break-even Analysis	i
Calculate how many units you need to sell to	o cover your costs:
ricing Strategy	
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evelop a pricing strategy fo rgoutel wallerides	yeyşcAL! Page 8
Pricing Strategy Pevelop a pricing strategy for পুরুষ্ট্রাপ্রাথিকা উল্ভেট 1. What is your cost per unit?	yeyşcAl. I Page 3
evelop a pricing strategy f ିନ୍ୟୁଗ୍ୟୁମ୍ଫ୍ୟୁସ୍ୟୁସ୍ୟୁସ୍ୟୁ	yeyşcAL! Page 3

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Final price	decision and r	ationale:			
Final price	decision and r	rationale:	 		
Final price	e decision and r	rationale:			
Final price	decision and r	rationale:			
Final price	decision and r	rationale:			



Entrepreneurship Project Planning

Busine	ss Launch Timeline
Create	a 3-month timeline for launching your business:
Mon	th 1:
Mon	th 2:
[
Mon	th 3:
Final F	eflection
1.	What is the most important thing you learned about business development?
2.	What challenges do you anticipate in starting your business?
3.	How will you overcome these challenges?

ext Steps					
st three immediat	e actions you w	vill take to move	your business idea	a forward:	
1.					
2.					
3.					

4. What support or resources will you need?