

### Understanding Business Basics (20 minutes)

Define the following business concepts in your own words:

1. What is entrepreneurship?

2. Name three characteristics of successful entrepreneurs:

3. What is the difference between a product and a service?

### Mini Case Study: Local Success Story

#### **Sarah's Sustainable Snacks**

Sarah, a 16-year-old student, started selling homemade healthy snacks at school events. She noticed many students wanted nutritious alternatives to vending machine options.

#### **Analysis Questions:**

1. What problem did Sarah identify?

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2. How did she solve this problem?

3. What potential challenges might she face?



## Business Model Canvas Exercise (30 minutes)

Complete the following sections of the Business Model Canvas for your business idea:

### 1. Customer Segments

Who are your customers?

### 2. Value Proposition

What value do you deliver?

### 3. Channels

How will you reach customers?

### 4. Revenue Streams

How will you make money?

## Group Discussion

In groups of 3-4, discuss and answer:

1. What makes your business idea unique?

2. How will you attract your first customers?



## Market Research Exercise (25 minutes)

Conduct a basic market analysis for your business idea:

### 1. Target Market Profile

- Age range:

- Interests:

- Buying habits:

### 2. Competitor Analysis

Competitor	Strengths	Weaknesses

## Market Trends Analysis

Identify and analyze current market trends:

1. What technology trends might affect your business?

2. What social trends could impact your market?

3. How might these trends affect your business in the next year?

**Basic Financial Planning (30 minutes)**

Complete the following financial exercises for your business idea:

**1. Startup Costs Calculation**

Item	Estimated Cost
Equipment	
Supplies	
Marketing	
Other	
<b>Total</b>	

**2. Monthly Revenue Projection****3. Break-even Analysis**

Calculate how many units you need to sell to cover your costs:

**Pricing Strategy**

Develop a pricing strategy for your product or service.

1. What is your cost per unit?

2. What is your desired profit margin?

3. What are competitors charging?

4. Final price decision and rationale:



## Business Launch Timeline

Create a 3-month timeline for launching your business:

### Month 1:

### Month 2:

### Month 3:

## Final Reflection

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?

4. What support or resources will you need?

### Next Steps

*List three immediate actions you will take to move your business idea forward:*

1.

2.

3.