

**Student Name:** \_\_\_\_\_**Class:** \_\_\_\_\_**Date:** \_\_\_\_\_**Introduction to Business Development****Key Learning Objectives:**

- Understanding fundamental business concepts
- Developing entrepreneurial mindset
- Learning market analysis techniques
- Understanding business planning basics

**Initial Assessment**

Rate your current understanding of the following concepts (1-5):

Concept	Rating (1-5)	Comments
Business Planning	_____	_____
Market Analysis	_____	_____
Financial Management	_____	_____

## Understanding the Business Model Canvas

The Business Model Canvas is a strategic management template used for developing new business models and documenting existing ones.

Complete the Business Model Canvas:

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Key Resources	Channels		Cost Structure	

## Market Research Exercise

### Conduct a Basic Market Analysis:

1. Identify your target market:

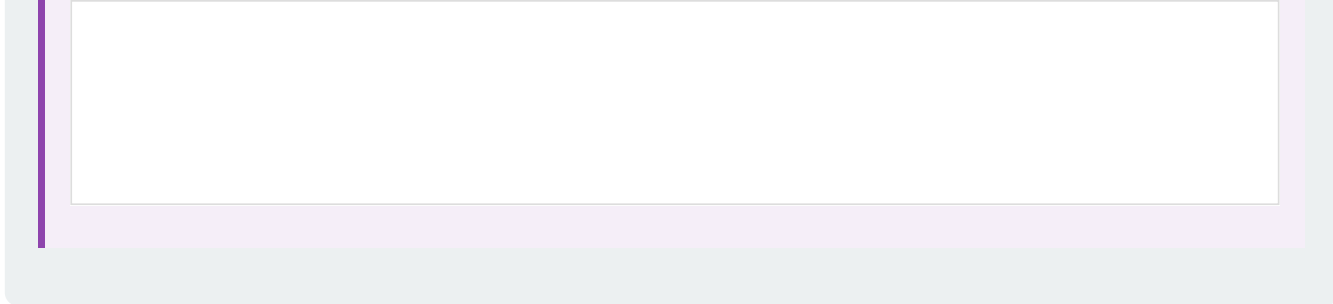
2. List three main competitors:

3. Describe market trends:

### Case Study: Local Business Analysis

Choose a local business and analyze:

- Target customer demographics
- Competitive advantage
- Marketing strategies
- Growth potential



## Basic Financial Calculations

### Practice Exercise:

Calculate the following for a small business:

Item	Amount	Calculations
Revenue	\$_____	_____
Costs	\$_____	_____
Profit Margin	_____	_____

### Break-Even Analysis

Calculate the break-even point for a business with:

- Fixed Costs: \$2,000
- Variable Cost per Unit: \$5
- Selling Price per Unit: \$15