**Assignment 1: Business Proposal (25pts.)**

Write a business proposal in unbound report format.

It must be a minimum of two page.

It must contain all of the information listed below.

Every item needs a detailed explanation.

1. Name of your business

2. Hours you will be open

3. What do you do? (Fix, sell, build, feed, serve, help?)

4. Location of the business. Is it a small, rural community or a large, urban community? Where in the town will you be located? Actually choose a location. Explain why that location will be good for your business. 5. Identify the competition in your business area and location.

6. How many employees will you need? You must have at least 3. What specific positions will these employees hold?

7. Why do you think your business will succeed?

8. Graphics to help convey your ideas—could be photos, organization chart, map, etc

**Assignment 2: Logo (15pts.)**

You may want to combine this with assignment 3.

Think of logos that companies use, such as the Nike swoosh sign, the Ford logo, or the Apple computer logo.

Why did these companies choose these kinds of logos?

How do they represent their businesses most effectively?

Design a logo for your business.

You may use Publisher, PhotoShop or draw something that can be scanned.

This symbol must represent your business effectively and give your customers a visual representation of your business.

Design it carefully because it will appear on most of your company’s literature.

The logo should be colorful and creative, but not necessarily complex.

Keep it simple, crisp and catchy. Presentation is everything!

**Assignment 3: Slogan (4 pts.)**

Think about popular business slogans used by companies today.

For example, Nike uses the slogan “Just do it.” Volkswagen’s slogan is “Drivers wanted.”

A slogan is a catchy phrase used by a company to help consumers or customers remember their business. The shorter the slogan is, the better, because it will be easier to remember.

Write a short slogan that will be used to represent and advertise your business. It should not be more than six or seven words.

**Assignment 4: Job Descriptions – 3 (30 pts.)**

Write your own detailed description of each position you will need filled in your business.

These must be on separate pages. Refer to your business plan for the number of

employees that you decided on. Use the Internet to look up samples of job descriptions

for your business type.

The job description must contain all of the following:

 Position Title

 Who this employee reports to

 Compensation (Pay)

 Summary of Job

 List of specific qualifications/skills

 Education needed

**Assignment 5: Advertising Design 4 advertising mediums.**

You must do two of the following:

1. Newspaper Advertisement: (28 pts.) Design a full-page (8 ½ x 11), color advertisement for the newspaper, using PhotoShop. Look through some of the newspapers to get ideas.

On a separate piece of paper, write a paragraph explaining which paper you’ll be using for your advertising and why you chose that paper, along with where in the paper you will be advertising (sports, business, entertainment, etc.) The ad must include:

♣ Business name

♣ Location

♣ Purpose (what are you in business to do?)

♣ “Sale” information

**2. Post Card: (20 pts.)**

Use Publisher to create a postcard that will be mailed to specific people that you identify who you believe will benefit most from your business.

It is a special invitation to visit your new business and participate in your grand opening specials. You may use a typical postcard size, which is 5.5 x 4.25 or a larger size, which is 8.5 x 5.5.

You may look at some of the Publisher postcard templates for ideas, but I do not want you to use the templates.

**3. Radio Advertisement (30 pts.)**

Create a radio broadcast using Audacity.

Music must be incorporated with the voices.

This can be for a special sale, a grand opening event or other special event.

**4. Television Advertisement (40 pts.)**:

Your group will create a TV advertisement that will run on the local stations. This advertisement cannot be longer than 1 minute.

All members of the group must have some part in the advertisement.

A detailed script must be approved before getting a camera.

**Assignment 6: Classified Ads - 3 (25 pts.)**

Examine the way jobs are advertised in the classified ads in the newspaper.

Keep in mind that businesses pay per letter to advertise here, so the shorter and more concise, the better.

Write a classified ad for each of the positions that you wrote job descriptions.

Refer to your business plan and job descriptions.

**Assignment 7: Business Cards (30 pts.)**

Use the Publisher business card wizard to create business cards for each of you.

You must include

♣ Your position title

♣ Your full name

♣ Business Address

♣ Business Phone Number

♣ Fax Number (optional)

♣ E-mail address (optional)

♣ Business’s web site address (make one up)

♣ Logo of your business

When you print, click on Page Options on your print dialog box, and click on multiple copies on one page.

**Assignment 8: Specialty Document (20 pts.)**

You are to create one document that would be unique to your business.

It could be a coupon flyer, a menu, a price list, a punch card, etc.

I have some examples if you can’t think of anything.

**Assignment 10: Web Site (30 pts.)**

Design a web site for your business. Include information that you have already created for your advertising. Your web site must have at least 3 pages, with the appropriate navigational links. Include appropriate external links for your business.

**Assignment 10: Final Presentation (70 pts.)**

Create a PowerPoint presentation to show to prospective investors. Refer back to your

business plan. Include pictures of the owners. The digital cameras will be available. This

will be presented to the class. Be prepared to use the PowerPoint as an outline as you

present your business to potential investors (the rest of the class). You must include a link

to your website.