**Create Your Own Business: Rubric**

**Business Plan**

1. What are you going to make, who is going to buy it, why will it work in today’s economy?

2. Is there an existing business that has done this already? Why is yours better, different or suited for your market?

3. What would be a good location choice and why? What type of consumer are you targeting? Where do they shop? Explain…

4. Find a real place that is on the market, its price, sq ft, and address. Include photos in your ad.

5. How much would you charge for your product or service? What is your cost, markup% and projected annual profit?

6. How would you advertise it? Describe the way you would advertise, how much it would cost and a sample.

7. How will the profits be shared? Goes with the type of business you selected. What are your payout percentages?

8. Will your business have to pay taxes? Will you have individual income taxes?

9. How are you going to fund it? Loans? A silent partner? A venture capitalist? Going Public?

10. What is the collateral going to be? What will you risk?

11. Will you need workers? How many workers? Are you the manager? Provide a sample schedule for your employees.

12. What legal paperwork or documents are needed to get started? Sole Proprietorship, Partnership or Inc.?

13. Does it require any certifications or licensing? TABC? HVAC? ATF?

14. Add more stuff that I couldn’t think of….sell this thing!

**What do I have to turn in?**

**A business plan: answering all of the questions above (please don’t number them and give short uninformative answers) You are trying to persuade someone to give you startup capital, buy your product or use your service.**