



Micro-Enterprise Curriculum



Student
Workbook

Elementary Module 4: Creating a Micro-Enterprise Business Plan

In this module, students develop a business plan for a micro-enterprise. They discuss the importance of micro-enterprises developing a business plan and possible road blocks micro-enterprises could face within their plan.

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Goals:

- > Discuss importance of creating a business plan
- > Develop Micro-enterprise business plan

My Micro-enterprise Business Plan

1. The name of my business is: _____

a) Is it easy to remember?

b) Does it describe what I offer?

c) How did I come up with this name?

2. What is unique about my products or services?

3. Why did I create this type of business?

4. Is there a demand for my products or services? Why?

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5. Am I passionate about my business? Why?

6. Can I make my products from recycled or repurposed goods? How so?

a) What type of recycled or repurposed goods will I use?

b) Where will I get my recycled or repurposed goods?

7. Who can help you start your business? What are their roles in your Micro-enterprise?

a) Will you have employees? How many do you need?

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8. Who are your customers going to be?

a) Where do they live?

b) What are their likes and dislikes?

c) What are their demands / needs?

9. Where will you sell your products?

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10. List the positives and negative effects of your Micro-enterprise on:

a) Environment:

Positive Aspects	Negative Aspects

b) Community:

Positive Aspects	Negative Aspects

c) Family:

Positive Aspects	Negative Aspects

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