

# Micro-Enterprise Curriculum



## Student Workbook

### High School 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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# Micro-Enterprise: Creating a Plan

## WORKSHEET

### Goals:

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

### Creating a Business Plan

Write and format your own business plan.

This document must be formal and presentable as you will use it to present your business plan to the "bank" and ask for a loan.

Explain your business plan, why you feel the business will work, how much revenue you plan to generate, when the loan will be paid back, and will also provide sample marketing material. All skills are put to the test. Business communication, marketing, finance, interview skills, etc.

- Be sure to use your elevator speech, and have the presentation skills necessary to make the sale. Stick to the basics, who are you, what is your vision and what examples can you provide to show your vision in action? (Keep this part short, do not oversell.)
- How should you prioritize? How do you differentiate yourself? What is the demand for this product? What is your strategy?
- Focus your attention on the ones you are presenting to. What is their focus? What are their goals? What they will get for the money funded to you?
- Body language. What does your body language say about you? What does their body language say about them and their decision?

## Micro-Enterprise: Creating a Plan

### Creating a Business Plan - Guidelines

Your business plan should address the following.

*Hint: Answer these questions about your business before developing and writing your business plan.*

1. What is my unique product or service?
  - a. Why is it unique?
2. How did I create this idea?
  - a. Is it like another product on the market? What product? (Provide a sample printout)
  - b. What makes it similar to the competition?
  - c. What makes it different from the competition?
3. Is there a demand for my product or service?
  - a. How was this determined?
  - b. What is the product niche?
  - c. What was the method used to determine? Survey? Study group?
4. Why am I passionate about this product or service?
  - a. What is my motivation for making this Micro-enterprise work?
5. What is the cost of starting this business?
  - a. Where will the funds come from?
  - b. How much money will I need as a loan?
  - c. What is the interest payment?
  - d. When will the loan have to be paid in full?
  - e. Did I include this amount in my expenses?
6. Can I make my product from recycled or repurposed goods?
  - a. What impact will that have on the environment?
  - b. What impact will it have on your overall cost?
  - c. Is there a limited supply of recycled goods?
    - i. Who is the supplier?
    - ii. What do I do when recycled is not an option?
    - iii. How will it effect my product or service?
7. Develop your marketing.
  - a. Name your business.
  - b. Is it easy to remember?
  - c. Does it describe what you offer?
  - d. Is there another company with this name?
  - e. Is it trademarked? How do you find out? (Print supporting documentation)
  - f. What is your domain name? (Print verification stating the domain name is available)
  - g. What are my marketing costs?
  - h. What are my marketing methods?

## Micro-Enterprise: Creating a Plan

### Creating a Business Plan - Guidelines

- i. What is the cost for my website?
- j. Do I have to host the website myself?
- k. What will my promotions be?
- 8. Who can help, and what are their roles?
  - a. Will you have employees?
  - b. Do you need employees?
  - c. Will you use people you know?
  - d. What skills do they have to offer?
  - e. What do you plan on paying them?
  - f. Where will the money come from?
- 9. Who are your customers?
  - a. What is the age of your average customer?
  - b. Where do they live?
  - c. Why is it important to know where they live?
  - d. What are their demands / needs?
  - e. What are their likes / dislikes?
  - f. Do they tend to purchase the item, or service all year round, or is it seasonal?
- 10. Where will you sell?
  - a. Where do you want to sell? Why?
  - b. What is your location / rent? (Print documentation)
  - c. Will it meet the demand? Why or why not?
- 11. Expenses?
  - a. What are my expenses?
  - b. How is this amount determined?
  - c. Will it change per month?
- 12. What is the total revenue?
  - a. What is the profit or loss during the first month? First year?
  - b. When is the business expected to be profitable?
  - c. How was this amount determined?
  - d. What does it cost to run your business per day? Per week? Per month? Per year?
  - e. Is your business seasonal?
- 13. Strengths and weaknesses?
  - a. What are the positives and negatives for your product or service?
  - b. What is the positive and negative of your location?
  - c. What are the positive and negative aspects of owning your own Micro-enterprise?

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