

Micro-Enterprise Curriculum



Student Workbook

Middle 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.

Funded by

Micro-Enterprise: Creating a Plan

Goals:

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

What is a business plan?

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A Business Plan usually includes the following: List all the components and briefly describe each on the line provided below.

1. _____

2. _____

3. _____

4. _____

5. _____

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1. What is my unique product or service?

2. How did I create this idea? Is it like another product on the market? What makes it similar? What makes it different?

3. Is there a demand for my product or service? How was this determined?

4. Why am I passionate about this product or service? What is my motivation for making this Micro-enterprise work?

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5. 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? Who is the supplier? What do I do when recycled is not an option? How will it affect my product or service?

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6. The name of my business is: _____

a. Is it easy to remember? _____

b. Does it describe what you offer? _____

c. Is there another company with this name? _____

d. Is it trademarked? How do you find out? _____

e. What is your domain name? (Print verification stating the domain name is available) _____

How you name your business may determine how successful your business is. Why is that? Would you go to a pizza restaurant called, "Cheese on a Shingle"? What message do you want to give to your customers?

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7. Who can help, and what are their roles?
- a. Will you have employees? Do you need employees? _____

 - b. Will you use people you know? What skills do they have to offer? _____

 - c. What do you plan on paying them? Where will the money come from? _____

8. Who are your customers? Where do they live? What are their likes and dislikes?
- a. What is the age of your average customer? _____

 - b. Why is it important to know where they live? _____

 - c. What are their demands / needs? _____

 - d. Do they tend to purchase the item, or service all year round, or is it seasonal? _____

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9. Where will you sell?
- a. Where do you want to sell? Why? _____

- b. Will it meet the demand? Why or why not? _____

10. 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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Down the Road: Setting Future Goals

Write about your future goals and answer the following questions on how you're going to get there. (Get creative! Use drawings, maps, pictures from the Internet, travel magazines, etc.)

1. Current Situation

a. Where am I today? _____

b. What am I doing? _____

c. What are my hobbies? _____

2. Destination

a. Where do I want to go with my life? _____

b. What will I choose as an occupation? _____

c. What type of lifestyle do I want? _____

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3. Process

a. What am I going to do to get there? _____

b. What steps must I take to get there? _____

c. What educational goals or certifications do I have to achieve? _____

d. Who will I need to talk to? _____

e. Will I need money to pay for school, certifications or transportation? _____

f. Living expenses? _____

4. Duration

a. How long will it take me to get there? _____

b. What does the time frame look like? _____

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5. Motivation

a. WHY do I want to get there? _____

b. What's my overall motivation? _____

c. What's my driving force? _____

d. Why do I want this life for myself? _____

e. Why will I try as hard as I can to make it all happen? _____

f. Am I doing this for myself? _____

g. Am I doing this for my friends? _____

h. Am I doing this for my family? _____

6. Why is it important? List four reasons why creating a plan is important:

1. _____

2. _____

3. _____

4. _____

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