**Marketing/Entrepreneurship**

Lessons for the Week **4/22 – 4/26**

***BLK 3—Week #13***

1. ***classes left before your final business plan is due!!***

**Mon. 4/22**: 1. **Income Statements—**when your income statement is correct, transfer your

 **gross profit** and **net profit** to slide #12 Sales Projections

**Homework**: 1.) Improve business plan, final version DUE: Mon. 4/29, to be e-mailed at the

 beginning of class or you do not have the PowerPoint to present from for judges!

**Tues. 4/23**: ***SATs Juniors***

**Wed. 4/24**: 1. Look @ your **Income Stmt. (written 3.6 & sales proj.) results**—improvement

needed? Is my net profit enough? Make changes to your entire business plan to make

your income statement come out looking good enough—we will discuss what “good

enough” is, everyone’s business is a little different. You must stand up proudly for your

final presentation soon and stand by & understand whatever you have on your slides.

You have a story to tell, stick to it and make everything make sense.

1. You should now look over all 12 slides not only for correctness but to make sure you understand what they mean and how they tell a complete story of every aspect of your business—this is YOUR plan for the 1st year of business. Does it all make sense together? Will they believe you? Can you be convincing and field questions? PRACTICE presenting!

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 beginning of class or you do not have the PowerPoint to present from for judges!

**Thurs. 4/25**: 1. **Does your Business need** a website? Pamphlets? Brochures? etc.

 3. **Work on “Prettying Up” your business plan—the business plan is due**

 **Monday, April 29th NO EXCUSES—this will be the written version you will**

**use for your final exam presentation (PowerPoint only)**

Discussion of taking “junk” out and proofing your plan:

|  |  |
| --- | --- |
| Check formulas for accuracy | Spelling  |
| Align numbers/decimals/commas | Grammar |
| Make sure decimals are in | Emphasize what is important visually |
| Less is more | Consistent fonts/sizes |
| Nothing too close to the edges | Check colors / balance slides |

**Homework**: 1.) Improve business plan, final version DUE: Mon. 4/29, to be e-mailed at the

 beginning of class or you do not have the PowerPoint to present from for judges!

**Fri. 4/26**: 1. See work from all this week above. Do what is needed to be ready with your final

 version of the business plan on Monday, April 29th

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 beginning of class or you do not have the PowerPoint to present from for judges!

Be thinking of what you will use as a ***visual*** the day of your final exam presentation and also what you will wear.

You are required to ***dress in your business best***!

\* Do not get any inside or outside suspensions of any kind—I cannot help you!

***You will have 7 min. max. to present and judges have 2 ½ min. for questions***

