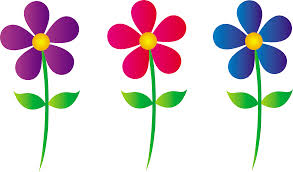
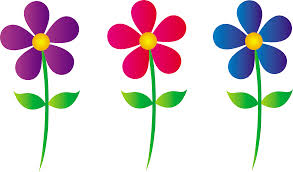
**Marketing/Entrepreneurship**

Lessons for the Week **3/11 – 3/15**

***BLK 1—Week #28***

**Mon. 3/11**: 1. **Slide #10 Cost Structure**—**Break Even**—discuss, calculate, look @ **Sales**

**Projections found OLD Slide #12**, make projections

2. REMEMBER: Your Fixed Costs on Slide #10 will change when we can figure out your

true salary but it will take time, be patient

**Homework**: 1.) Be ready with firm projections on Tuesday 3/12—HUGE financial depends on it!

**Tues. 3/12**: 1. Use your projections from yesterday—Introduction to the **Income Statement**, begin

yours together, if you do not have all your numbers in order you will be lost

**Homework**: 1.) Continue working on your Income Statement, this helps us w/ salary

**Wed. 3/13**: 1. **Income Statement** discussion/work, I will go around and help w/ salary, recalculate

**Homework**: 1.) I need your Slide #2—Title Slide e-mailed by Fri. 3/15 \*display

2.) Final Business Plan DUE M 4/15, FINAL EXAMS 4/22 & 4/23 visual & dressed professionally

**Thurs. 3/14**: 1. **Income Statement**—finalize, type into 3.6 Written when correct

**Homework**: 1.) I need your Slide #2—Title Slide e-mailed by Fri. 3/15 \*display

2.) Final Business Plan DUE M 4/15, FINAL EXAMS 4/22 & 4/23 visual & dressed professionally

**\*title slides will be printed in color for display in main lobby**

**Fri. 3/15**: 1. **Income Statements COMPLETE**—You should type in 3.6 written

2. Rework salary & Break Even on Slide #10 NEW, re-add your Fixed Expenses

**Homework**: 1.) Final Business Plan DUE M 4/15, FINAL EXAMS 4/22 & 4/23 visual & dressed professionally

***Your Business Plan is due (no changes can be made) Mon. April 15th \*day after spring break!!***

***Your Final Exam Business Plan Presentation is 4/22 or 4/23***

***\*you will dress professionally & have a visual***