

## Term Project: **Entrepreneurial Studies: Invention and Innovation**

You are an entrepreneur. In this project you are to invent/innovate a real or imagined good/service. Then you will plan for the marketing of your product or service.. You may work independently or with a partner. Create a business plan as follows:

**Making a business plan:** (as a guideline, refer to pages 424-427)

Title your project as above and subtitle it as: *My Business Plan*.

Include the following main headings below. The content for each area is suggested but not limited below, and corresponding pages from our textbook are included. Read the pages indicated, so you can write about the suggested content.

**A. Brief Introduction and Summary (424)**

Company name and main ideas presented in this report

**B. Background Information (424)**

Invention or innovation (386) (394) (409)

Your business venture name, logo, trademarks, copyright, rights (136) (400)

**C. Products and Services (424)**

Product or service (6)

Competitive considerations: (122) (127)

Affect on community (71)

**D. The Structure of the Business (425)**

Business ownership (52)

Plan/office layout (floor plan diagram)

Responsibility and anticipated Satisfaction: (88)

Entrepreneurial character and skills needed (92) (360)

**E. Market Analysis (425)**

Marketing strategy (209)

Packaging, slogan (214)

Market research (211) (370) (418)

Methods of distribution (216)

Advertising and Promotion strategies (220)

**F. Resource Analysis (426)**

Economic resources need (7)

**G. Operating Strategy (426)**

International pursuits, exports (448)

**H. Financial Strategy (427)**

Financing (47)

Projected beginning Balance Sheet (187)

Projected first two or three year comparative Income Statements (190)

**I. References (427)**

Bulleted list of suppliers, bank, investor, accountant, and lawyer (complete with addresses, phone numbers, etc)

**J. Appendices (427)**

Include a magazine advertisement copy for your invention/innovation and/or a package design

**(NB. Submit all your Rough Work with this page for marks)**

# AN ORGANIZATIONAL PLAN AND THE FINAL PRODUCT

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**Rough Notes:** Submit your rough notes with the final product

A.

B.

C.

D.

E.

F.

G.

H.

I.

J.

**The Final Product:** Present your final project in any one or combination of formats (see below)

**My Invention**

Entrepreneurial Studies

Term Paper

**My Invention**

Entrepreneurial Studies


Bristol or Bulletin Board

**or**

Webpages

Powerpoint Presentation

**and**

Tangible Product

and/or

Advertisement

and/or

Package Design