“Create Your Own Business” End of Unit Project

This is it… the end of Unit 1! Now is the time to showcase your understanding of the topic covered within the unit. For this project, you will be creating your own business/entrepreneurship. You will need to create a product or business that is unique to bring to the market. Your product may be based off of something that has already been created, but MUST be different or unique in its own way. Think about why people would buy your product or use your business instead of others. To start your business, please consider the following:

1. Would you like to start a sole proprietorship or partnership (work by yourself or with a partner)?
2. What is your product/business/service?
3. What is the name of your product/business?
4. What do you (service) or the product do?
5. What sets you apart/makes you stand out in the market?
6. Who would your competitors be?
7. What is your logo and slogan?
8. Three Key Features of your Product/Service ( Your Major Selling Points)

You will need to create a visual that captures the above information/questions in a creative manner. You may choose to create a poster, PowerPoint, advertisement, or commercial or, if you have another idea you’d like to try, please ask me about it. The visual will be worth **40 points.**

In addition, you will also need to complete a business proposal questionnaire, which will cover the following questions, along with several others:

* How did you answer the three economic questions (WHAT, HOW, FOR WHOM)
* How does your business utilize the four factors of production (what land, capital, labor, and entrepreneurs do you need and why)
* advantages/disadvantages of the type of business you chose (sole proprietorship or partnership)
* The type of economy you are operating in and how that is good for your businesss

**Each student** will complete the questionnaire packet. **Complete Sentences**, **Grammar, punctuation, and format count, so please proofread.** Your written portion will be worth **40 points and must be typed.**

Grammar, punctuation, format, and neatness will make up **10 points** of your project and will cover both the visual and written portions.

Presentation will be worth **10 points.** **100 Points in Total**