

Business Plan



- ❑ Think of a product or service that you and your partner would like to sell or provide. Work with a partner and write a business plan below.

	<i>Today's date:</i>
○	<i>Product or service you will provide:</i>
	<i>Name of your company:</i>
	<i>Headquarters location:</i>
	<i>Staff:</i>
	▪ <i>Number of staff employed</i>
	▪ <i>Staff job description</i>
○	<i>How your company will be better than other similar companies:</i>
	<i>Advertising Slogan:</i>
	<i>Business logo design →</i>
○	

- ❑ Present your business plan. Compare it with your classmates' plans.

ONE HUNDRED One Hundred Dollars **\$100**



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Aims Speaking and listening practice; persuasion
Level Intermediate to Advanced
Time Approximately 30 – 40 minutes

NOTES

(1)

Have your students sit in pairs, and distribute \$300 to each student – tell them that you are going to give them a chance to make even more money by (1) starting their own businesses, and (2) investing!!

(3 minutes)

(2)

Have the brainstorm several types of products and services that businesses sell or provide (e.g. restaurants, book stores, hair salons, coffee shops, etc.) – write them on the board. Distribute the handout, one to each pair of students. Tell them that they have about 10 or 15 minutes to come up with a business plan that they think would be successful. Set a ‘spending limit’ (e.g. \$100, or \$1,000, or \$10,000) – otherwise, the resultant plans may be unrealistic.

(15 – 20 minutes)

(3)

Collect the Business Plans from the students as they finish and tape them to the board or classroom walls. The students should then stand up and read their classmates’ proposals – their mission is to ‘invest’ their money by deciding which plans have the greatest likelihood of success. They should give \$200 to the pair of classmates they think have the best plans, and \$100 to the pair of classmates with the second best plans.

Encourage verbal interaction before they make their decisions – have them ask their classmates for more details!

The ‘winning’ Business Plans are the ones that have attracted the most financial support. Applaud the winners and ask your students why they think those plans are best.

(15 minutes)