NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DUE DATE: Monday, December 10, 2012

BTT 101 FINAL ISP PROJECT

PROJECT: You will be forming a business with a partner. You may work alone if you prefer. Write your names and the kind of business you will be running on the teacher’s sign-up sheet. There can be no duplicate businesses in the class, i.e. each pair or individual (if you work alone) must have a different good or service.

RESEARCH: You will access the Internet to search for information about your business, but primarily you will use your own creativity. Your business must NOT be a duplicate of a business that already exists….it is your unique business with your unique ideas used. You will include any websites used in a bibliography attached as a separate page to your report.

BUSINESS CARD, FLYER (OR COMMERCIAL): You will design a business card and a flyer using Desktop Publishing that will accurately and creatively represent/advertise your business.

WEBSITE OR BROCHURE: You will design a webpage to represent your business OR create a 2-

sided brochure illustrating the main features of your business.

REPORT: You will write a 3-4 page report about your business, double spaced, typed, with creative title page (name of the business, your names, my name, course code BTT 101, due date, graphics, border, colour). The report will include the following side headings:

1. Description of the product or service – what you will be selling and how it is unique from any other product/service in its category and why customers will buy it.
2. Target market – what age group/income bracket will you sell to
3. Price – make a list of your products and the prices you will charge
4. Location of your business – what city/intersection/neighbourhood and why have you located here; include a small map
5. Description of your space – outside of your building/décor/ shelves/ inside/ atmosphere – you may wish to include a floor plan
6. Advertising/Promotion – what methods will you use to promote your business – TV, radio, coupons, draws, specials, and why
7. Employees – make a list of the jobs you will need employees for and the qualifications required and brief list of duties for each job
8. Resources – what will you need to start your business – money/equipment/inventory
9. Any other interesting information
10. Bibliography
11. Rubric – attach to back of report

DATABASE: You will create a data base of 5 customers including their name, address, and 3 more

 fields of information.

SPREADSHEET: You will create a balance sheet that shows the assets, liabilities, and net worth of your

 Business after one year of operation AND shows each of these inflated by 3% for the

 Second year.

PRESENTATION: Using Powerpoint you will make a presentation to your class that fully describes your business. You can supplement your presentation by using props ,costumes, skits, etc.