



8th Grade Graduation Project

Small Business Project Assignment

Objective:

The goal of this project is for you to create a small business plan, develop a product or service, and present your business idea to the class. This will help you learn about entrepreneurship, creativity, marketing, and financial management.

Assignment Steps:

1. Business Idea Selection

- Choose a business idea. It can be anything from selling homemade crafts to offering a service like tutoring or pet sitting.
- *Examples:*
 - Custom T-shirt business
 - Lemonade stand or snack booth
 - Tutoring service
 - Handcrafted greeting cards
 - Social media marketing for local businesses

2. Market Research

- Research your target market. Who will be your customers? (e.g., students, parents, teachers, local community members)
- What problem does your business solve for them?
- How much are they willing to pay for your product or service?

3. Business Plan

- Write a simple business plan that includes:
 - Business Name: What will your business be called?



- **Business Description:** Describe your product or service. What makes it unique or special?
- **Target Audience:** Who are your customers? (e.g., students, teachers, parents, pet owners)
- **Marketing Strategy:** How will you advertise or promote your business? (e.g., flyers, social media, word-of-mouth)
- **Costs and Pricing:** What are the costs to start your business? How much will you charge for your product or service?
- **Sales Goals:** How many items or services do you hope to sell in the first month? Set a realistic goal for your business.

4. Budget and Financials

- **Calculate the costs needed to start your business:**
 - **Startup Costs:** What will you need to buy? (e.g., materials for your product, advertising costs, equipment)
 - **Price Per Product/Service:** How much will you sell each item or service for?
 - **Profit:** How much money will you make after expenses? (Price - Cost)

5. Product/Service Creation

- **Develop your product or plan the service you're offering. Be sure to focus on quality and customer satisfaction.**
- **If you are selling a product, create a prototype or sample. If you're offering a service, prepare how you'll deliver that service to your customers.**

6. Marketing and Promotion

- **Design a marketing plan to get the word out about your business. This could include:**
 - **Creating posters, flyers, or social media posts**
 - **Offering discounts or deals for early customers**
 - **Hosting a small event or promotion to launch your business**
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7. Presentation

- **Prepare a 5-minute presentation to share your business idea with the class. Your presentation should cover:**
 - **Your business name and what your business does**
 - **Your target audience and how you will reach them**
 - **Your product or service, including pricing and marketing strategy**
 - **Your financial plan (costs, sales goals, and profit)**
 - **How you plan to run your business day-to-day**
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Grading Criteria:

- **Business Idea: Creativity and originality of the business concept**
 - **Market Research: Understanding of target customers and their needs**
 - **Business Plan: Clear and well-organized plan, including all required sections**
 - **Financial Plan: Realistic budget, pricing, and profit calculations**
 - **Product/Service Quality: Effort put into creating a high-quality product or service**
 - **Presentation: Clear, confident, and organized presentation that covers all aspects of the business**
 - **Marketing Strategy: Effective plan for promoting and selling the business**
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Due Date:

Your business plan, financial plan, and presentation are due on April 17th . Be prepared to present your business idea to the class.

