You and up to two other partners will create a product and/or business and develop a business plan (to add more humor, you may create a totally useless, ridiculous product). During class, you will have time to brainstorm and map out your business plan.

Below is what you will be graded on:

**I. Your business name and product(s)**

a. You should construct a tangible item that will be presented to the class. This can be made with materials inside or outside of the class.

b. Your product should include a slogan or jingle.

**II. The Business Plan – 2+ pages 12 pt font, Times New Roman. Section your paper using the following headers. The title of your product and names should be at the very top. This should be done in complete sentences. Do not just randomly make things up. Do actual research to complete these sections.**

1. Section I – The Product/Business
   * 1. What is it? What market is it in?
     2. Why is this the product/business that you have chosen? Why do you think you can do a great job selling this product/business?
     3. What is the slogan/jingle?
     4. Who is your target market? How much will you be selling it for?.
2. Section II – Costs
   * 1. What resources will be needed to produce your product?
     2. What will be the start up costs?
     3. What will be your fixed and variable costs?
     4. How will you advertise? Research the actual costs of advertising and provide that info.
3. Section III - Advantages and Disadvantages
   * 1. What will be the advantages to your type of business (sole proprietorship or partnership)?
     2. What will be the disadvantages? How will you work to overcome these disadvantages?
4. Section IV – Articles of Partnership (only if working with a partner)
   * 1. How will you divide the ownership?
     2. Who will oversee each part of the business?
     3. How will profit/losses be distributed?

**III. A 30 second – 1 minute Radio or TV Advertisement (YOU CAN JUST WRITE ONE)**

1. You can perform this live or you may record and play for the class
2. Be sure to include your slogan or jingle here.
3. This is a part of your grade, so improvising something in front of the class that you have not prepared will hurt your grade for this assignment.