

FINAL PRESENTATION CHECKLIST

You will begin by discussing your business.

For the discussion questions:

You MUST discuss the following:

1. what your product/service is/does and its logo/slogan
2. philosophy/goals of company
3. why you chose the business
4. what type of competition you engage in and if there are barriers to entry (see chap 6)
5. its location and target market/consumers....and if your business will have competitors
6. what the customers will get for what prices, and how you established the prices

**Note that you DO NOT need to discuss 1E (advantages/disadvantages)

***You do NOT need to type responses, but please answer fully during your presentation!

The last point of discussion will lead you to your BUSINESS REPORT—please have a copy for me to follow along.

The business report can be typed as lists of your costs and prices, or you can set it up on a spreadsheet--your choice. Don't forget you will need to itemize EVERYTHING...be very specific about all your costs, all of your prices, and finally...how your business will make money!! (At some point there should be a big subtraction equation of your revenue minus your costs.)

You do NOT need to include suggested financing (2B) nor do you need to worry about how you would invest/save your money (2G). Remember, your presentation is going to be like a sales pitch to the SHARK TANK.

After you present your business plan, you will then present and discuss your advertising.

You MUST discuss the following:

1. the type of media most appropriate for most successfully advertising your product/service
2. the market you are going after with your ad(s)
3. which advertising technique(s) you are employing in your ad(s) and why

**Note that you DO NOT need to discuss if advertising is positive or negative—we will discuss as a class!

***You do NOT need to type responses, but please answer fully during your presentation!

PLEASE CONSULT AND HAVE BOTH RUBRICS FILLED OUT ON PRESENTATION DAY!! (per group)