GCSE Business

Business Plan Activity Sheet

Scenario: You are an entrepreneur and you have decided to take a risk on a business in the hope of a reward. You can choose: either a clothes shop, a café, a barbers or hairdressing business.

1. Decide what the name of your new business will be, it needs to be something very unique
2. Design a logo for your new business using the name you have chosen
3. Get some lined paper and write **business plan** as the title at the top, add your name
4. Create a business plan for your business.
   1. Write a paragraph introducing your business, explain:
      1. Where the location of your business will be
      2. What staff will you need
      3. Who will be your customers (your target audience)
   2. Write a second paragraph about your marketing mix, explain:
      1. What products or services will you sell
      2. What prices will you charge
      3. If you will have a website or be based in premises or both
      4. What promotions you will offer (e.g. two for one, 50% off etc.)
5. Include a spider diagram explaining who all the stakeholders are in your business and what their objectives might be
   1. Customers – low prices and quality products
   2. Suppliers – contracts and payment on time
   3. Managers – bonuses and meeting targets
   4. Employees – job security and promotion prospects
   5. Government – taxes and laws
   6. Local Community – jobs and no pollution
6. Finally add a paragraph explaining what type of business you would like to be, for example; sole trader, partnership, Ltd and your reasons why (discuss liability and other advantages)

