

Business Owner

Introduction

Welcome to the Business Owner Badge workshop! Today, the juniors will think about ideas and plans for businesses that they would like to start one day.

Questions to Ask: What different kinds of businesses are there? Is selling cookies or selling handmade bracelets to your friends considered running a business?

Think of some of your interests and come up with an idea for a business. You can start this business as an individual or in pairs/groups. What would you need to start your business (ex. startup costs, materials needed, marketing through friends and family vs social media, etc)?

Part 1: Business Plan

It is important to understand that running a business requires an immense amount of planning and time. Before starting a business, you need to create a thought-out, detailed business plan.

This plan will include:

- Business description
 - What will your business sell? What type of business will you have? What legal structure will your business have (ex. more liability for food based businesses)? What is the mission statement of your business (what does it provide, what is the purpose)?
- Consumer research

Workshop Details:

Time needed: 45 minutes to 1 hour

Materials to Bring:

- Paper and pencils
- Index cards

- Is there a market for your business? Who is your target market (age, location, income)? What happens when your target market is too small?
- Competitors (direct and indirect)
 - Who are the direct and indirect competitors for your business? If there are too many competitors, your business has to be different in some way so that customers will want to buy your product or service over your competitors.
- Competitive advantage
 - What advantages does your new business have over existing ones? What will make people buy from you over your competitors?
- Business growth
 - What opportunities are there for growth in your business?
- Challenges
 - What challenges will you face in starting your own business?
- Expenses
 - What variable expenses will you have (ex. materials, labor, etc)? What fixed expenses will you have (ex. salary, utilities, rent, insurance)?
- Finances
 - What startup expenses will you have? You will have to estimate sales as well to see if your business is feasible and if the profit is sustainable.
- Marketing plan
 - How will you market your new business (ex. social media, websites, word of mouth)?

Official Steps to Earn Badge:

1. Explore a business you might like to start someday
2. Learn the basics of running a business
3. Find out what kind of support is available for small-business owners
4. Investigate what makes great customer service
5. Understand the importance of consumer research

In this part, the girls can just discuss the answers to these questions or they can actually write out what their plan would include for their business idea.

Part 2: Small Businesses

Questions to Ask: What are some examples of small businesses? What support is there for small businesses? How can you support small businesses?

Part 3: Customer Service

Act out scenarios with difficult customers:

- Someone does not like their burger and demands a free one.
- Someone found a hole in their shirt that they bought a week ago and wants to return the shirt.
- Someone brings a fake coupon and demands a cheaper price for your product.