

### GOALS

- ✓ Explain what a business is
- ✓ Learn about the Business Model Canvas
- ✓ Learn about the Sales Day
- ✓ Form teams and responsibilities

### WORK TO ASSIGN

- Complete the Profit, Team and Product section of the Business Model Canvas
- Decide on profit allocation
- Assign tasks and responsibilities
- Choose product idea and confirm cost

<b>Target Market</b> The Sales Stand's target market is:	<b>Product</b> The business will sell the following types of merchandise:  <b>GOAL</b> The goal of the business is to sell products at a profit by gathering them from vendors/sponsors and offering them at a retail stand to students/another in the school on: _____	<b>Resources</b> The business will get merchandise from:
<b>Promotions</b> The sales stand will be promoted by: _____ They will be effective because: _____	<b>Team</b> The business is owned and operated by: _____ The business receives business advice from: _____ through the Junior Achievement® A Business of Our Own Program. Set Up Team: Merchandise Team: Promotions Team: Sales Team: Bookkeeping Team:	<b>Store Locations</b> The Sales Stand will be located at: _____ because: _____ Back-up Location: _____
<b>Expenses &amp; Cost</b> We believe this merchandise will be profitable because: _____	<b>Profit</b> Profits from the business will be used to: _____	

### CORE ACTIVITIES

1. Introduction + learn about the students (15 minutes)
2. What businesses do (5 minutes)
3. What is the Business Model Canvas (5 minutes)
4. Product (5 minutes)
5. Location (5 minutes)
6. Cost and profit (5 minutes)
7. Team time (10 minutes)
8. Review & Conclusion (5 minutes)

### GOALS

- ✓ Describe promotions as one type of marketing
- ✓ Identify potential target markets for retail business
- ✓ Identify potential methods and messages to promote Sales Stand

### WORK TO ASSIGN

Choose business name and marketing message  
Develop marketing materials and produce packaging  
Begin advertising 1-2 weeks before  
Complete target market section of Business Model Canvas

<b>Target Market</b> The Sales Stand's target market is:	<b>Product</b> The business will sell the following types of merchandise:  <b>GOAL:</b> The goal of the business is to sell products at a profit by gathering them from businesses and offering them at a retail stand to students, teachers in the school on.	<b>Resources</b> The business will get merchandise from:
<b>Promotions</b> The sales stand will be promoted by:  They will be effective because:	<b>Team</b> The business is owned and operated by:  The business receives business advice from: through the Junior Achievement A Business of Our Own Program. Set Up Team: Merchandise Team: Promotions Team: Sales Team: Bookkeeping Team:	<b>Store Locations</b> The Sales Stand will be located at:  because:  Back-up Location:
<b>Expenses &amp; Cost</b> We believe this merchandise will be profitable because:	<b>Profit</b> Profits from the business will be used to:	

### CORE ACTIVITIES

1. Review assignments "due for lesson 3" (5 minutes)
2. Marketing and promotion (10 minutes)
3. Promoting the Sales Stand (10 minutes)
4. Marketing message (10 minutes)
5. Team time (10 minutes)
6. Review & conclusion (5 minutes)

### GOALS

- ✓ Explore why financial records are useful and must be kept
- ✓ Create and review an income and expenses projection
- ✓ Set realistic and balanced prices
- ✓ Create a cash receipt and track inventory
- ✓ Learn customer service and effective sales tips

### WORK TO ASSIGN

- Complete production + packaging of all products
- Complete all marketing materials and promotions
- Confirm all product pricing
- Confirm responsibilities on Sales Day
- Confirm materials for Sales Day
- Work with teacher to finalize details of Sales Day

<b>Target Market</b> The Sales Stand's target market is:	<b>Product</b> The business will sell the following types of merchandise:  <b>GOAL</b> The goal of the business is to sell products at a profit by gathering them from sponsors and offering them at a retail stand to students another in the school on:	<b>Resources</b> The business will get merchandise from:
<b>Promotions</b> The sales stand will be promoted by:  They will be effective because:	<b>Team</b> The business is owned and operated by:  The business receives business advice from: through the Junior Achievement® A Business of Our Own Program. Set Up Team: Merchandise Team: Promotions Team: Sales Team: Bookkeeping Team:	<b>Store Locations</b> The Sales Stand will be located at:  because:  Back-up Location:
<b>Expenses &amp; Cost</b> We believe this merchandise will be profitable because:	<b>Profit</b> Profits from the business will be used to:	

### CORE ACTIVITIES

1. Review assignments “due for class 4” (5 minutes)
2. Recordkeeping (10 minutes)
3. Pricing and income (15 minutes)
4. Sales records (10 minutes)
5. Team time (15 minutes)
6. Review and conclusion (15 minutes)

### GOALS

- ✓ Review financial projections versus final reports
- ✓ Explore difference between Business Model Canvas and business operations
- ✓ Review successes and challenges of the Sales Day
- ✓ Review teamwork successes and challenges

---

### SALES DAY NOTES AND COMMENTS:

### CORE ACTIVITIES

1. Introduction (5 minutes)
2. Financial report (10 minutes)
3. Business Model Canvas review (10 minutes)
4. Running a retail business (5 minutes)
5. Allocating profits (5 minutes)
6. Conclusion and recognition (10 minutes)