Change the World Project – Making a Business Plan

1. Describe the problem that your product addresses: ________________________________
   ____________________________________________________________________________

2. Describe your product and what it does: _________________________________________
   ____________________________________________________________________________

3. How much does your product cost to produce? For how much will you sell it? ______
   ____________________________________________________________________________

4. Where will consumers be able to purchase your product? __________________________
   ____________________________________________________________________________

5. Choose a mascot or celebrity to help sell your product. Explain your choice: ______
   ____________________________________________________________________________

Advertising Budget

6. You have been given a $1,000,000 dollar advertising budget. Choose how much to spend it:
   Radio Commercials: __________________________ Print Media: ______________________
   TV Commercials: __________________________ Internet Ads: ______________________

7. What do you think the most effective form of advertising will be for your product? Why?
   ____________________________________________________________________________
   ____________________________________________________________________________

8. What do you think the least effective form of advertising will be for your product? Why?
   ____________________________________________________________________________

9. Describe your target market, that is to say, who will be most interested in your product? (ex: moms)
   ____________________________________________________________________________
   ____________________________________________________________________________

10. How will your product be packaged? Draw a picture of your package on the back.