

Name: _____

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.