

Starting a Business

Culminating Activity 2020

Your task for the culminating activity in the BBI class is to write a business plan for your own business. This is an individual project; all must be written by you, in your own words. You are encouraged to use Internet resources, like the sites given below, to guide you in your planning, but you may not copy any content directly. Plagiarism will be punished severely with a mark of “zero” for the whole project.

Part A: Company Description and Market Analysis (/40)

There are significant challenges to starting and running a successful business in the GTA. While there are lots of opportunities in the GTA, you are not alone if you want to survive and prosper, your business has to be able to compete, attracting customers while keeping costs in check. Your task for your culminating activity is to write a business plan for your company following the guidelines outlined below.

You may find the following resources helpful:

Planning Guide (RBC Royal Bank)

<http://www.rbcroyalbank.com/RBC:RS-pV471A8YAAcKcXX8/sme/bigidea/index.html>

Business Service Centre - Business Plan Guide (Ontario)

http://www.cbsc.org/servlet/ContentServer?cid=1081945275379&pagename=CBSC_ON%2Fdisplay&lang=en&c=GuideFactSheet

Business Start-Up Info-Guide (Government of Canada)

http://www.cbsc.org/servlet/ContentServer?cid=1085667968434&pagename=CBSC_FE%2Fdisplay&lang=en&c=GuideInfoGuide

1. The Company: Name, Type, Logo and Slogan (/2)

Explain briefly what type of business you are starting (legal office, restaurant, beauty parlour). Choose a name for your business; create a logo and slogan.

2. Company's Legal Form (/2)

Choose a business model for your company. You may choose between sole proprietorship, partnership and incorporated company (no franchise, and if it is a partnership, list the qualities and skills your partner should have. . Explain *in detail* the reasons why you chose this legal form.

3. Product and Service Description (/5)

Make a list of ten products/services and explain each product/service in a minimum of one sentence. If you have less than ten products/services, explain **clearly** why.

4. Industry Overview (/5)

Indicate which industry your business belongs to and find **three** trends for this industry using secondary research (minimum of three Internet links or articles to be included in the appendix).

5. Target Market (/5)

Identify the target market for your products and services and create a table describing your typical client customer. Provide the following information: Demographics (age, income, family cycle, gender and, geographic data.

6. The Competition (/16)

- a) **The Competition** /10
Research your competition in in the GTA. Using a table name at least five companies (give their names and addresses) Create a table comparing all the companies on the following data. Price, location, history/loyalty, primary target market, income levels of target market.
- b) **Product Differentiation** /6
Create a list of three areas you intend to differentiate your company from your competitors. Example of categories to compare on. (Price, target market, quality etc)

7. Location (/5)a) **Description of Location**

Choose the best location for your business. Give the exact address; add a photo and a map if possible. Use MLS.Ca or real estate websites etc. to help you find the best available location.

b) **Justification of Your Choice**

Justify your choice for a specific location: in a table list the advantages and the disadvantages in point form. Consider the following:

- Visibility and accessibility to your customers
E.g. proximity to TTC, availability of (free?) parking, traffic flow,
- Your competitors
Is it better if they are close (e.g. shopping malls, restaurant clusters) or far away
- Cost
- Size, shape, curb appeal, other features
- Zoning laws (commercial or residential)

*Part B: The Operation of My Company (/60)***1. Marketing and Market Research (/25)**a) **Advertising Strategy****/10**

Explain and justify your advertising strategy clearly in two paragraphs. Your strategy needs to include at least four different advertising tools. Be creative! Examples of advertising tools: magazine or newspaper ads, TV or radio commercials, subway ads, flyers, packaging design, gift certificates, coupon booklets, sample products, mascots, etc.

b) **Cost of Advertising****/5**

Provide the costs of your advertising strategy. Do some research on the Internet or call the respective agencies (TTC, newspapers, radio stations, etc.) to get the information and indicate your sources.

c) **Two Advertising Tools****/10**

Create the drafts of two different advertising tools you describe above and include them in an appendix. Write one short paragraph per advertising tool explaining how it will capture the attention of your target market. You do not need to provide finished tools; drafts are sufficient. (These should be polished nicely)

2. Resource Analysis and Operating Strategy (/15)

a) **Resources (5)**

Prepare a resource analysis in point form. Ask yourself the following question: What will I need in terms of materials (equipment, tables, chairs, shelves) and technological resources (computers, software, telephone systems)?

b) **Supplies (5)**

If you are selling a product, what supplies are needed to produce your merchandise? Example: tomatoes, onion, etc. to make pizza. Retail store would items to sell (clothing brands, video games etc),

c) **Floor Plans (5)**

What will your workspace look like? Make a floor plan in MS Word or Paint and include it in the Appendix.

3. Human Resources (/10)

a) **Internal Human Resources (5)**

Make a table that shows all your internal human resources. For each employee category give the number of employees you are expecting to have in this category, their titles, their responsibilities, their qualifications and their salaries. Add a hierarchy chart showing each employee's title, responsibility and supervisory duties.

b) **External Venture Team (5)**

Entrepreneurs are intelligent people, but rarely specialists in every aspect of business that a company needs to run well. Make a table that lists an external venture team of experts that you can consult or even hire long term to help you with certain aspects of the business. You need to mention at least four different professionals and explain briefly how they could assist you. Some areas you might need help in are law, finance, accounting, taxes, insurance, real estate, management.

4. Government Regulations (/10)

Find at least three laws, government regulations and other requirements that apply to your business. Give the URL's and the name of the regulator. Explain clearly in approximately two sentences per regulation why they matter to your business. Add this section to the appendix. Examples of laws and regulations are: minimum wage, workplace safety, zoning laws, maximum work hours, health regulations, vendor permits, naming a business, and insurance laws.

Useful Resources:

Government Regulations (Government of Canada)

<http://canadabusiness.gc.ca/gol/cbec/site.nsf/en/bg00331.html>

Business Service Center (Government of Canada)

<http://www.cbcs.org/ontario/>

Ontario Business Connects (Ministry of Government Services)

<http://www.cbs.gov.on.ca/obc/english/4TFQ9B.htm>

Part C: Executive Summary (/10)

Write a one to two page summary of the most important points in your plan. It is intended to introduce the venture and to capture the attention of the reader. This is your chance to make a first impression, and, as such, it should be flawless and to the point.

The executive summary has to include:

- A mission statement that encourages the reader to read on and learn more about your venture. A good mission statement clearly identifies the type of venture you are planning, the products or services it will deliver, and the overall philosophy or purpose that has guided its development.

And a short description of each major part of your business plan:

- The name of the company and a description of its nature and objectives.
- Information about goods or services offered, what makes the business unique, the location of the business, and proposed timelines for its development.
- Names of the contact person and management team members, and how these people can be reached.
- Key highlights of the business.
- Your marketing research and a description of your target market.

Part D: Work Habits (/10)

You will be evaluated on your work habits in class as well as at home (homework). You will need to work efficiently during all classes. Follow the instructions, bring all necessary materials to every class (your memory stick with the back-up files as well as handouts) and arrive on time. Don't waste your time chatting with other students.

Your presence in class is also part of this mark. In order to explain a legitimate absence (sickness, sports event, unchangeable doctor's visit) you will need to bring a note from your parents indicating that your parents know that you missed an essential part of your culminating activity (worth 30% of your total mark in this class). You will lose 10 points for each unexplained absence.

At the end you will have to submit two copies of your project: a hard copy in a *Report Cover with Acetate Front* and a Word document (drop-off folder). Don't forget to add your personal evaluation sheet as the last page.

You will lose 10% of your mark if you submit your culminating activity one class late. After that, I will no longer accept culminating activities and you will receive a mark of "zero". In case you are absent on the due date, you need a doctor's note that states that you were not able to go to school on the date the project was due. A note from you parents is not sufficient.

Part G: Format of Your Business Plan (/20)

1. Language (10)

The language used in your business plan reflects your skill, ability and determination to any potential investor. And first impressions often decide if a business plan will be read or not. It is therefore very important that you read over your plan several times. It needs to be easily understandable, easy to follow and succinct. Use tables and point form where possible.

2. Presentation of the Business Plan (/10)

The layout and the format of your business plan are very important to the understanding of your business idea. Submit your plan in Word documents using appropriate headings for organization.

Total: 140 points

Self Evaluation

Think carefully about your work in class, your homework and attendance.
 Give yourself a mark out of 25.*
 Add this sheet at the end of your project as the last page.

Part F: Work Habit (/10)

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* I will be keeping track of your effort in class, your attendance and your homework completion. If I disagree with the mark you gave yourself I will change it according to what I deem appropriate.

My mark: _____ / 10

Justification of my mark:
