Business Planning
BUSINESS

OVERVIEW	Purpose of this lesson is to create a basic business plan and include interaction with the internet source, ReddyNote. The workers will be held responsible for making an effective business plan that will work for their business.
OBJECTIVE	From this lesson, students will be able to: • Create a business plan using marketing as a means of advertisement. • Understand the main points of a marketing business plan. • Applying these points to real life business situations.
MATERIALS	❖ Internet access ❖ Computer Lab with a computer for each student ❖ ReddyNote Access ❖ Login to ReddyNote
PROCEDURE	1. Before beginning a business plan, workers should be able to understand that advertisement is essential to producing an effective plan, but that is not the only part. 2. Workers will be given a handout with the main 5 steps to include in a business plan. 3. Workers should understand that apart from advertisement are these main points that must be understood before creating their business plan. • Market analysis • The target market • Its segmentation • The competition • SWOT analysis 4. Once workers have a basic understanding of these main points, the next step is to sign up with ReddyNote (if they haven't already) and to create a new tab for this specific Business Plan. 5. Using ReddyNote, businesses will be able to map out these main points and cross them off once they completely understand & complete the main areas of a business plan. 6. Once a member of a group has completed a main point, they can add in their own personal explanation under the main heading. 7. Individuals can then easily access and knock off each "task" of the plan as they move along. As a group, members can easily see if others have completed the task and move onto the next one.

	8. The final step in this lesson will be creating and finishing a basic lesson plan, on whatever topic the group chooses.
EVALUATION	"Graded" on how effective their business plan worked. Did it affect the business in any way? Was it a positive or negative effect? Could it be used again for the business in the future, as long as they adapt to new changes?