

ENTREPRENEURSHIP FINAL EXAMINATION PROJECT SUMMARY SHEET



Teacher: Mrs. Susan Wilson

Name: _____

Date: June 2006

PART I- DECIDE ON A BUSINESS = 100 POINTS (20%)

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PART II- DESCRIPTION AND ANALYSIS OF PROPOSED BUSINESS=100 POINTS (20%)

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PART III- WEB SITE CREATION=100 POINTS (20%)

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PART IV- ORGANIZATION PLAN AND SUPPLIERS=100 POINTS (20%)

.....

PART V- DIRECT MAIL PACKAGE & MENU=100 POINTS (20%)

.....

Total Points = 500 points (100%)

FINAL EXAM GRADE.....

Theme Restaurant

Business & Marketing Plan



Career & Financial Management

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Mrs. Wilson

Southern





THEME RESTAURANT

Business & Marketing Plan

PART 1: DECIDE ON A RESTAURANT

1. Theme (name of a TV show, movie or Broadway show): _____

2. Name of Restaurant: _____

3. Location (city, state): _____

4. Type of Cuisine: _____

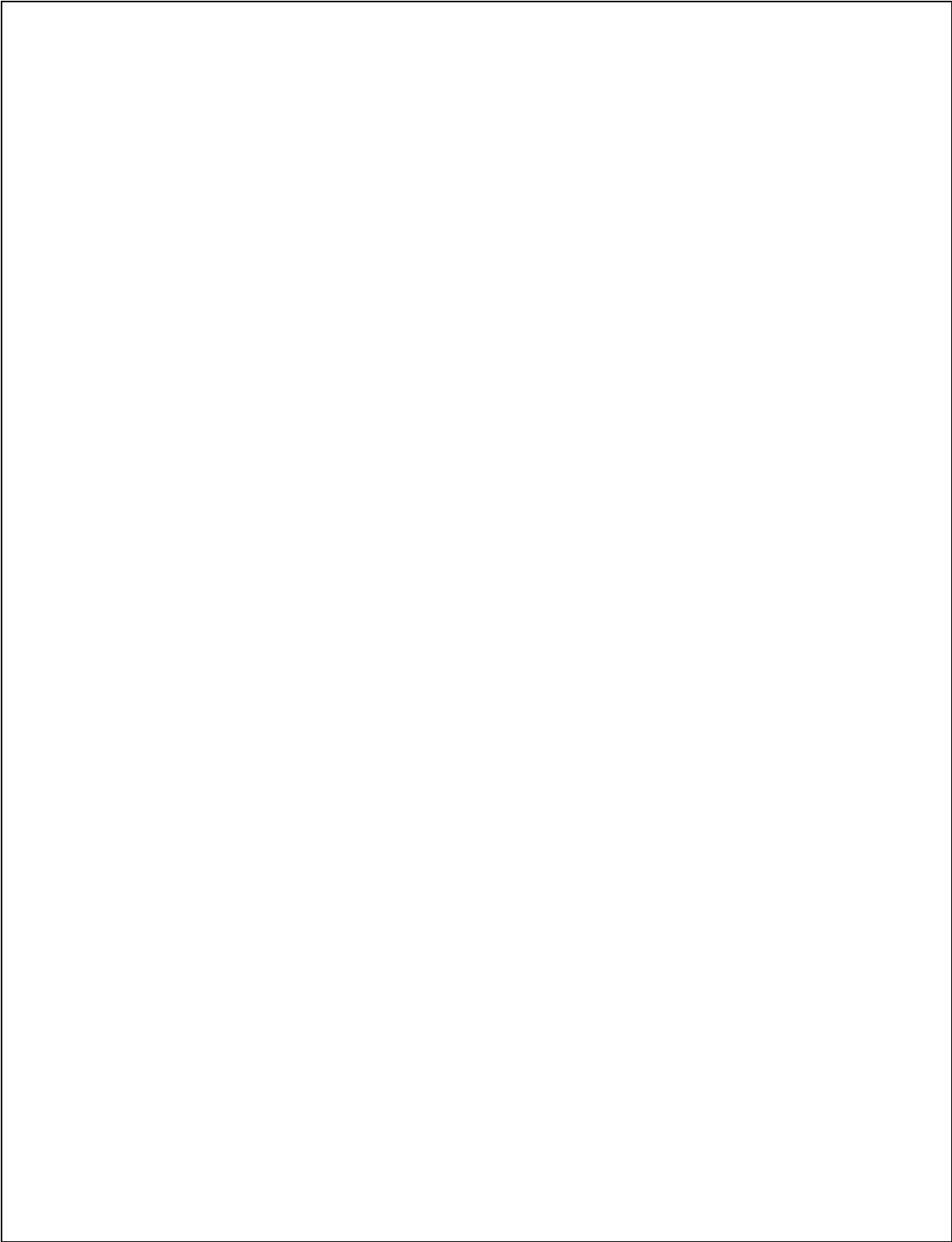
5. Catchy Phrase: _____

6. **Restaurant Sign** – Using the computer or your artistic skills, create a sign for the outside of your restaurant.

7. **Business Cards** – Design a business card for your theme restaurant. Include the following information:

- ⇒ Name of restaurant
- ⇒ Address
- ⇒ Telephone number
- ⇒ Fax number
- ⇒ Hours of operation
- ⇒ Web site
- ⇒ Name of owner
- ⇒ Your restaurant's catchy phrase

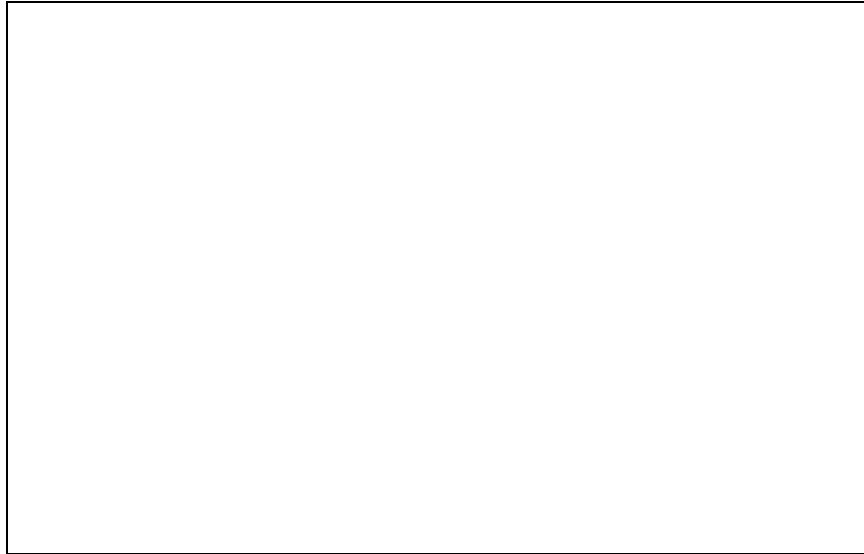
Sketch your **restaurant sign** below.



Sketch your **business card** below.

Be sure to include the following information:

- ⇒ Name of restaurant
- ⇒ Address
- ⇒ Telephone number
- ⇒ Fax number
- ⇒ Hours of operation
- ⇒ Web site
- ⇒ Name of owner
- ⇒ Your restaurant's catchy phrase

A large, empty rectangular box with a thin black border, intended for the student to sketch their business card. The box is centered horizontally and occupies a significant portion of the lower half of the page.

NAME OF RESTAURANT
Business & Marketing Plan

Name

Career & Financial Management
Spring 2005

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THEME RESTAURANT

Business & Marketing Plan

PART 2: DESCRIPTION AND ANALYSIS OF PROPOSED BUSINESS

This section will contain the following information:

- ❶ *Description of Business*
- ❷ *Mission Statement*
- ❸ *Trading Area Analysis*
 - ⇒ *Geographic, Demographic, and Economic Data*
 - ⇒ *Competition Analysis*
 - ⇒ *Risk Analysis*
- ❹ *Location Analysis*



Business & Marketing Plan

PART 3: CREATE A WEBSITE

Using Macromedia Dreamweaver, you will create a simple three-page website for your business.

The site should include the following basic pages (you can add if you like):

★ Home / Index Page

- Logo, address, image of the business, links, mission statement, copyright & year

★ About Us Page

- Explains the “roots” or “beginnings” of your business
- Create a “story” about your business

★ Menu

- Convert your Publisher menu to an Adobe PDF document for easy uploading to the web

★ Contact Us

- Include information on HOW you can be reached
- Include directions and a map (go to mapquest)

★ Extra Pages / Information

- You can add any additional pages that you like for extra points. You will receive 5 extra points for each additional page.



THEME RESTAURANT

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PART 5: MARKETING PLAN

This section will contain the following information:

- *Promotional Activities/Direct Mail Promotion*
- *Pricing Policies/Menu*

MARKETING PLAN

Promotional Activities

How you advertise and promote your goods and services may make or break your business. Having a good product or service and not advertising and promoting it is like not having a business at all. Many business owners operate under the mistaken concept that the business will promote itself, and channel money that should be used for advertising and promotions to other areas of the business. Advertising and promotions, however, are the lifeline of a business and should be treated as such.

Assume the **Grand Opening** of your restaurant will be June 1st. Prepare a **Media Recommendation** for 3 months—May, June, and July—identifying the type of media you will use to promote your business, the number of weeks you will use this type of media, and the number of total spots you will use for this type of media. Use a chart, like the one on the following pages, to plan your promotional activities. Begin this section of your marketing plan with an introduction of the image you want to portray and a description of the types of media you will use. **NOTE: ONE TYPE OF MEDIA MUST BE DIRECT-RESPONSE!**

Restaurant Menus



Using information from the plot of your play, TV Show or movie, create a menu that includes the following:

B
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c
r
e
a
t
i
v
e

Appetizers (4)

Main Dishes (5)

Children's Menu (3)

Desserts (3)

Drink Specials (2)

SPECIAL OF THE DAY (1)

Theme Business Grading Rubric



PART I: Decide on a Business

	10	5	0
BUSINESS SIGN <ul style="list-style-type: none">★ Business name created and on the cover of your binder, reflective of theme★ Type of business/cuisine easily identifiable★ Creativity—design, eye-catching, easy-to-read			
BUSINESS CARDS <ul style="list-style-type: none">★ Name of business★ Address★ Telephone/fax numbers★ Hours of operation★ Names of owners★ Catchy phrase★ Creativity			
TOTAL (100 POINTS POSSIBLE)			

Scale:

10=element included and descriptive

5=element included and partially descriptive

0=element not included

Theme Business

Grading Rubric



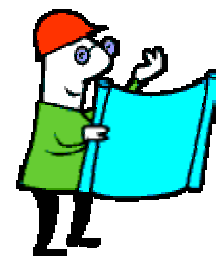
PART II: Description and Analysis of Proposed Business

	Points Earned
<p>DESCRIPTION OF BUSINESS (4 PTS. EACH= 24 PTS.)</p> <ul style="list-style-type: none"> ★ Name and theme of business ★ Type of business (service)/Business Organization (sole proprietorship) ★ Days and hours of operation ★ Explanation of why business will be profitable <ul style="list-style-type: none"> ✓ Influences of business success ★ Consumer benefits ★ Growth opportunities 	
<p>MISSION STATEMENT (4 PTS. EACH= 8 PTS.)</p> <ul style="list-style-type: none"> ★ States how business should be run/shows understanding of firm's role in the marketplace ★ Reveals attitude towards customers, employees, and competitors 	
<p>TRADING AREA ANALYSIS (4 PTS. EACH= 12 PTS.)</p> <ul style="list-style-type: none"> ★ Description of product/service ★ Consumer benefits ★ Explain why your business will be successful 	
<p>GEOGRAPHIC, DEMOGRAPHIC, AND ECONOMIC DATA (4 PTS. EACH= 16 PTS.)</p> <ul style="list-style-type: none"> ★ Location of business (city, state) ★ Population ★ Primary occupations ★ Disposable income/buying power index 	
<p>COMPETITION ANALYSIS (4 PTS. EACH= 12 PTS.)</p> <ul style="list-style-type: none"> ★ Identify customers ★ State competitors products/services/prices/locations/quality/strengths and weaknesses ★ Description of how your business will be superior to the competition 	
<p>TOTAL POINTS EARNED.....</p>	

Theme Business

Grading Rubric

PART III: Design a Web Site



	10	5	0
<p>★ HOME / INDEX PAGE Logo, address, image of the business, links, mission statement, copyright & year (10)</p> <p>★ ABOUT US PAGE Explains the "roots" or "beginnings" of your business (10) Create a "story" about your business (10)</p> <p>★ MENU Convert your Publisher menu to an Adobe PDF document for easy uploading to the web (10)</p> <p>★ CONTACT US Include information on HOW you can be reached (10) Include directions and a map (10)</p> <p>★ OVERALL PROFESSIONAL APPEARANCE OF SITE (10)</p> <p>★ LINKS ARE OPERATIVE (10)</p> <p>★ NAVIGATION IS CLEAR AND EASY (10)</p> <p>★ SPELLING / GRAMMAR (10)</p> <p>★ EXTRA PAGES / INFORMATION <ul style="list-style-type: none"> ○ You can add any additional pages that you like for extra points. You will receive 5 extra points for each additional page. </p>			
TOTAL (100 POINTS POSSIBLE)			

Scale:

10=element included and clearly labeled

5=element included and partially labeled

0=element not included

Theme Business

Grading Rubric



PART IV: Organization Plan

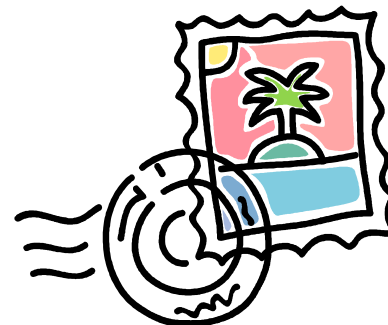
	10	8	6	4	0
Proposed Organization (40 points) ★ Description of the type of ownership ★ Advantages of this type of ownership ★ Disadvantages of this type of ownership ★ Ways to address advantages					
Steps in Establishing a Business (20 points) ★ List the steps to start a business ★ Definition of a DBA and how it protects your business					
Personal Needs (20 points) ★ Organization chart of your business ★ Creativity					
Suppliers (20 points) ★ Identify categories of suppliers needed ★ List the names and addresses of suppliers					
TOTAL (100 POINTS POSSIBLE)					

Scale:

- 10=elements included and descriptive
- 8=elements included and descriptive
- 6=not all elements included and partially descriptive
- 4=not all elements included and not descriptive
- 0=elements not included

Theme Business

Grading Rubric



PART V: Direct Mail Package

	10	8	6	4	0
Menu (30) ★ Professional appeal ★ Appetizers, Main Courses, Desserts ★ Converted to PDF					
Response Card (20) ★ Provides opportunity for recipient to respond including number of persons attending ★ Includes grand opening date and time					
Specialty Item (20) ★ This can be a coupon, ticket, or any other item that is creative in nature! Have fun with this! ★ Error-free					
Overall (30) ★ Creativity ★ Spelling ★ Grammar					
TOTAL (100 POINTS POSSIBLE)					

Scale:

- 10=elements included and descriptive
- 8=elements included and descriptive
- 6=not all elements included and partially descriptive
- 4=not all elements included and not descriptive
- 0=elements not included