**BBI20 Course Culminating Task**

**TASK: You will use all of your knowledge learned throughout the semester and create your own fictional business. It must be realistic and you will be responsible for making many of the decisions involved in starting a business.**

C.C.T. ~ Part 1

Company Name, Slogan and Logo

Due

1. Your Business name, logo, and slogan
2. A one page written report containing:
   1. An explanation or the company’s name. Why is it effective?
   2. A detailed explanation of the slogan.
   3. An explanation of the logo. How does it match the company? Why did you draw what you did?

C.C.T. ~ Part 2

Competition & Target Market/Consumer Profile

Due

*Competition*

1. Identify your direct and indirect competition
2. Locate your direct competition within your “business area”

1. Identify the strengths and weaknesses of your direct competition
2. Explain what you will do differently than your competition. (products, services, etc)

*Target Market/Consumer Profile*

1. Prepare a profile of your target market(s)

C.C.T. ~ Part 3

Operating Strategy

Due

When completing this section it is important to always keep three things in mind:

* Keep it Simple. What could you really, truly do.
* Who is your target market? What do they like?
* Who is your competition? Focus on YOUR strengths.

Products and Services

Provide a complete list and explanation of your intended products. What types of things are you offering for sale? What SERVICES will you perform for your customer? Remember to keep it simple.

Location

Select the exact location of your business. You may select a place that is currently occupied. Be sure to provide an explanation on why you made this choice. (i.e Why there?)

Layout

When a person walks into your business what can they expect to see? What will your business look like from inside? Any specific layout details? Explain your decisions. You may include diagrams.

Factors of Production

What resources will you need to open your business? List them according to the factors of production learned in class. Approximately how much money (Capital) do you think you need to start up? Justify this by explaining where amounts of that money will go.

I.S.U. ~ Part 4

Advertising and Sales Promotions

Earlier in the course we discussed advertising and sales promotions. Now we have an opportunity to apply what we have learned to our businesses.

Due

1. A full page (8.5" x 11" paper) copy of a print ad for your business

It must...

* contain colour
* contain A.I.D.A and H.I.C.S elements of a print ad
* positively attract the viewer’s attention
* contain at least 6 sentences worth of copy
* be free from grammar and spelling errors

1. A one-page description of the promotional strategy you intend to use for the first month of your business. How will you attract and retain customers? Give complete description of contents and timing of your efforts. Be sure to explain why you think this strategy will be effective in reaching your potential customers. Remember....these are marketing tactics OTHER THAN advertising.

* When completing both parts of this section it is important to always keep one thing in mind ...... your **TARGET MARKET** !!!
* Who is your target market? What do they like? What gets their attention? What are they interested in? What is important to them? What are they looking for in your products and services?