**Grade 8 Atlantic Economy**

**Business Plan**

**Partners’ Names**

**Business Name**

1. **Explain what service or product your business will provide and the need it fills in the school?**
2. **Who are the potential customers who will buy your product or service, and why will they purchase it?**
3. **How will you persuade and gain the attention of, your potential customers?**
4. **What services or products will I sell? Where will I be located?**
5. **What equipment or supplies will I need?**
6. **How will I create demand and create a market for customers?**
7. **Describe the business you want to start and the goals for your business?**
8. **Marketing: Gaining your customer’s attention.**
9. **Explain the products/services you will offer.**
10. **Identify (explain) the customer demand you believe exits for your product/service? Explain why you think this?**
11. **Identify your market: Demographics**

* **How many people in the school will want this product? What is your age group to sell too?**
* **What will the age demographic be? Explain why?**
* **In what locations in the school will this product/service be sold and why do you think this is the best location?**

1. **Explain how your product/services will be advertised and explain your strategy for hooking potential customers’ attention?**
2. **Explain your pricing strategy. Explain why you are setting the price that you are setting?**