

# Business Project

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10 pts

Research the Internet to obtain at least 5 item/services and their prices. Create a Word Document and type information you found using the following criteria:

- Name of your business.
- What products/services you are selling.
- Why you chose this business.
- Why you think your product or service will sell.
- Where a good location would be for your business and why.
- Your target customers (everyone, women, men, children, Teens, etc.)
- How you plan to market (sell) your products or services.
- **REFERENCE PAGE** – list where you found your research on the Internet (web address) list this page under References.

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10 pts

Create a **Sales Letter** (a basic form letter using Word) using the following criteria:

- Introduce your product and yourself to the customer.
- When your store or service will be available.
- Maybe include a coupon or discount of some kind.
- Any other information you feel should be included

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10 pts

Prepare a **Spreadsheet** that you might use in your business. **Example:** Purchase Order. You must use formulas in your spreadsheet using **Excel**

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10 pts

Create a customer database using **Access** for your project.

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10 pts

Design a **Flyer** that could be posted around school or your community letting people know about your product or service. You may use Word or Publisher

**Power Point Presentation will be your Final Exam!**

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50 pts

1. You will present the Power Point Presentation to the class
2. You will have 2 minutes to make your presentation

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Use the following criteria when making your Power Point Presentation:

- Typography (typeface, size and color)
- Graphics contribute to the progression of ideas
- Design shows imagination, creativity, and originality
- Effective use of transitions and animation
- Effective use of color and space
- Development of state theme
- Effectiveness of presentation
- Knowledge of graphic design

***Your Portfolio Notebook will be due on:*** \_\_\_\_\_

If you are absent on the day the assignment is due, your grade will be deducted 50%. If you plan to be gone on the due date, if you wish to receive full credit; your work must be turned in the day before and you will still be required to present your Power Point Presentation to the class.

Remember, your Power Point Presentation must be presented to the class and **IS YOUR FINAL!**