



Project 1: Choosing Your Teen-based Business

Approximate Completion Time: 1 hour



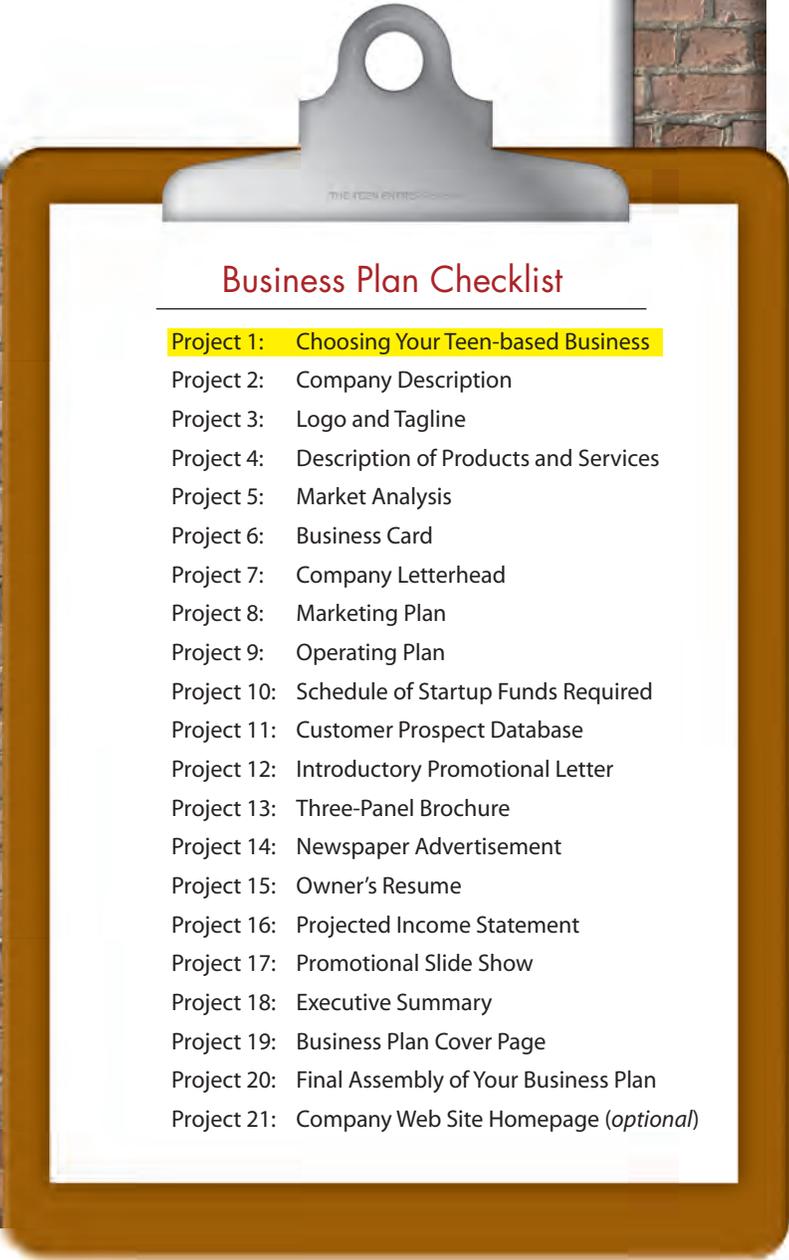
INCLUDED IN THIS SECTION:

- Overview of Choosing Your Teen-based Business
- See It In Action with Shaun Decker
- Now It's Your Turn to Build Your Business Plan

SOFTWARE REQUIRED:



- Microsoft Word



Business Plan Checklist

Project 1: Choosing Your Teen-based Business

- Project 2: Company Description
- Project 3: Logo and Tagline
- Project 4: Description of Products and Services
- Project 5: Market Analysis
- Project 6: Business Card
- Project 7: Company Letterhead
- Project 8: Marketing Plan
- Project 9: Operating Plan
- Project 10: Schedule of Startup Funds Required
- Project 11: Customer Prospect Database
- Project 12: Introductory Promotional Letter
- Project 13: Three-Panel Brochure
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- Project 16: Projected Income Statement
- Project 17: Promotional Slide Show
- Project 18: Executive Summary
- Project 19: Business Plan Cover Page
- Project 20: Final Assembly of Your Business Plan
- Project 21: Company Web Site Homepage (*optional*)

Choosing Your Teen-based Business



YOUR OBJECTIVE:

- To choose a Teen-based Business to start and operate

BACKGROUND INFORMATION BEFORE YOU BEGIN:

What Business Do I Start?

All aspiring entrepreneurs, whether they be young or old, have one important question to answer: What business do I choose to start? There are many factors to consider when choosing what business you will start and run. This section will provide you with some important factors to consider before you choose your teen-based business.

Major Factors to Consider Before Selecting Your Business

When selecting a business for this simulation, consider the following factors:

1. What are your interests?

When considering your interests, ask yourself these questions:

- *What do I like to do?*
- *What are the talents that I possess and enjoy?*
- *Do I like working with people?*

2. What are your abilities?

When considering your abilities, ask yourself what you are good at. If you like taking pictures, you might consider starting a photography business. If you enjoy cooking or baking, perhaps a food service business would be a good fit for you. The important thing is to choose a business for or which builds upon a skill or talent that you already possess.

3. Do you have the startup money and necessary resources?

Every business, no matter how large or small, requires money (known as capital) and other resources in order to get started. Before choosing a business, you will need to answer these questions:

Project 1: Choosing Your Teen-based Business

- Do I have enough money to start the business? If not, where will I get the money?
- Do I possess the resources required to start the business? If not, where will they come from?

Let's say you are considering starting a house painting business. To start the painting business, you will need paint brushes, ladders, drop cloths, and of course, paint. These items cost money. You need to have these items before you can perform your first painting job. If you cannot afford to buy the required items to start the business, this would not be a good choice for your business.

4. Profit potential

Since businesses operate to make a profit, one of the most important factors to consider is your potential market. In other words, will consumers buy what you are selling? For instance, let's say you decide to start your own surfboard maintenance service company. If you live in an area that is far from the ocean, chances are you will have a difficult time securing new customers for your service.

5. Pleasure

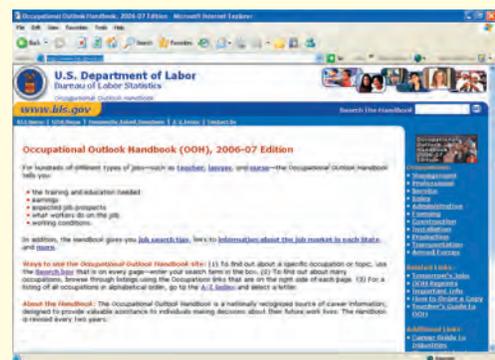
When considering what business you will start, remember that it is important to enjoy what you are doing. After all, if your business takes off, you will be spending a considerable amount of time on the job. Just imagine going to a job you hate every day. Yuk!

6. Availability

Since you are still attending school, you will have to consider when you will be available to operate your business. It doesn't make sense to start a business that you can't invest the necessary time it will take to make it successful.

Explore the Occupational Outlook Handbook Web Site

A great place to explore possible businesses you can start is the Occupational Outlook Handbook Web site at www.bls.gov/oco/. Sponsored by the U.S. Bureau of Labor Statistics, the Occupational Outlook Handbook Web site includes information on hundreds of careers. Click on the "A-Z Index" to explore possible businesses to start. While most of the list is dedicated to providing information on career titles for job seekers, you can use the list to brainstorm different business opportunities and possibilities.



Check out the Occupational Outlook Handbook Web site to explore possible businesses you can start at www.bls.gov/oco/

What Are Some Possible Teen-based Businesses You Can Start?

There are literally hundreds of teen-based businesses you can start. However, you need to decide what is right for you. The list of possible teen-based businesses provided in Table 1.1 will help you get started. As you read the list, take note of the types of businesses that most appeal to you.

Table 1.1

Possible Teen-based Businesses to Consider Starting

- Landscaping
- Mobile Car Wash/Car Detailing
- Bicycle Repair
- Child Care
- Pet Grooming
- Pet Care (Sitting/Walking)
- Arts & Crafts
- Pet Treats
- Gutter Cleaning Service
- CD Replication
- Food Preparation/Cooking
- General Cleaning Service
- Desktop Publishing
- PC Tutoring
- Academic Tutoring
- House Painting
- Freelance Writer
- Artist
- Photographer
- Music Instructor
- Hairstyling

Note: Check with your instructor and/or local Chamber of Commerce to see if the type of business you are considering requires a business license and/or insurance to operate.

Now let's learn how Shaun Decker chose his Teen-based Business





How Shaun Decker Chose His Business

How It All Started

Shaun has been interested in business since age nine when he opened a street-side lemonade stand and car wash business. At age 12, he closed the lemonade stand and car wash business and started a lawn maintenance business, which he has operated very profitably since its inception. Over the years, he has managed to bank nearly \$15,000 of that profit to help offset the cost of his college education. During the winter months, when lawn maintenance was no longer necessary, Shaun worked part-time at an area retailer. He recently lost that job when the owner retired and closed the business.

Rather than look for another part-time job, Shaun believed he could make more money running a business of his own. From his business courses at school and his past experience with operating a business, Shaun knew that he possessed all of the personal qualities of a successful business entrepreneur. Before choosing a new business to start, Shaun identified and wrote the following qualities about himself:

Qualities I possess:

- 1. Excellent work ethic.** I am a hard worker and very self-motivated.
- 2. Strong sense of responsibility.** I am very responsible and self-disciplined.
- 3. Self-confidence.** I am very confident in my business and technical abilities.
- 4. Creativity and innovation.** I am very creative, always looking for new opportunities.
- 5. Goal oriented.** I set high goals for myself and develop plans for attaining these goals.
- 6. Risk tolerant.** I am not afraid of taking the occasional risk if the probability of a successful outcome is good.
- 7. Ability to multi-task.** I can juggle all of my responsibilities including family, classmates, teammates, and work.



Project 1: Choosing Your Teen-based Business

As someone who has already recognized and taken advantage of business opportunities by planning, organizing, and managing small businesses of his own, and making a profit in the process, Shaun is already a successful entrepreneur.

Working for someone else has its advantages, like the security of a steady paycheck and a stable work schedule. It also has disadvantages, like a fixed rate of pay and a work schedule that often conflicts with other obligations and weekend activities that may arise. Shaun prefers the personal satisfaction, independence, freedom, and creative challenges that he derives from operating his own business enterprise. Despite uncertain income, the possible loss of any money he originally invests in the business, and the long hours required of owning and operating a business, Shaun believes it is worth the risk.

Shaun Decker's New Business

Shaun decided that the logical choice for his new business would be desktop publishing for the following reasons:

1. Shaun loves to work with computers, and this type of business really interests him.
2. Shaun believes his technical skills and experience with computer applications software would add to the potential for business success. A fast and accurate typist, Shaun has been paid by friends and classmates to transfer their handwritten essays and research papers to the typed page. He has also been paid for designing and developing Web pages for friends of his parents that own small businesses in his community.
3. Shaun believes that the profit potential of this type of business could be very attractive.
4. Thanks to the profits earned from his lawn maintenance business, Shaun already has most of the required equipment to start a desktop publishing business. Shaun owns a state-of-the-art computer system, digital camera, and word processing, spreadsheet, database, presentation, desktop publishing, and Web design software.



Project 1: Choosing Your Teen-based Business

Startup Needs for Shaun's Business

Through doing some Internet research on the desktop publishing industry, Shaun decided that, in addition to his own equipment, he would need the following items to start his business:

- Flatbed scanner
- Laser printer
- Notebook computer
- Variety of paper
- Laser printer toner
- Variety of office supplies

Shaun estimated he would need about \$5,000 to cover the cost of starting his desktop publishing business.

Why Shaun Decker Needs a Business Plan

Shaun decided to discuss his business idea with his parents, and, while his parents were interested in the idea, they did not like the thought of him depleting his college savings to start the business. They proposed, instead, that he develop a formal business plan and present it to them as potential lenders. If the proposal looked feasible, they would consider loaning the initial \$5,000 to him, which he could then repay, interest free, from the eventual profits of the business. Shaun jumped on the opportunity offered by his parents and immediately started researching business plan formats and the information required to develop a professional business plan.

Throughout the remainder of this simulation, you will learn how Shaun Decker developed his business plan while also creating your own. Remember, the purpose of Shaun's business plan will be to convince his parents to give him a startup loan. Assume that you have a similar scenario in which you will also require a loan to start your new business. Your lender has requested that you present him with a business plan to see if your new business is worthy of granting you the startup loan.

Good luck as you enter the world of teen entrepreneurship!

**Now it's your turn to choose your
Teen-based Business**





Project 1: Choose Your Teen-based Business

Follow the instructions provided below.

1. Using Microsoft Word, retrieve the file “Project1_Worksheet” from the “Teen Entrepreneur” folder installed from the Data CD.
2. Type your name and the current date in the header section of page 1 in the document.
3. Follow the instructions provided in the document to complete the worksheet.
4. Carefully proofread your work for accuracy and format.
5. If you have not done so already, create a new folder on your hard drive or network drive. Name the folder “My Business Plan.” *All future files created throughout this simulation should be saved to this new folder.*
6. Save the completed file as “Project1_Choice” to the “My Business Plan” folder.
7. Print a copy of the document. Discuss the results of the worksheet with your instructor for approval to proceed with this simulation.



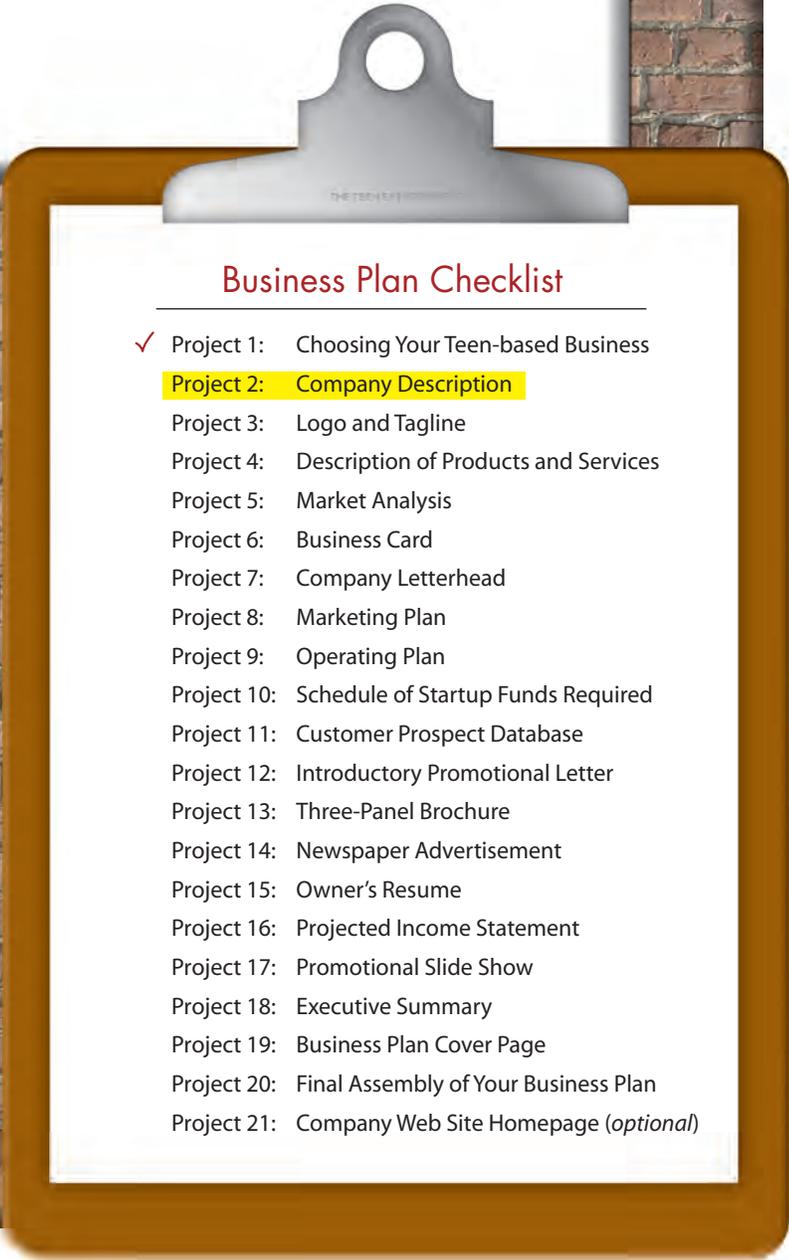
At this point, you should now have selected a business to run and operate. The remainder of the projects in this simulation will guide you through the process of creating a business plan for your chosen business.



Project 2: Creating the Company Description

Section of Your Business Plan

Approximate Completion Time: 1.5 hours



Business Plan Checklist

- ✓ Project 1: Choosing Your Teen-based Business
- Project 2: Company Description**
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- Project 20: Final Assembly of Your Business Plan
- Project 21: Company Web Site Homepage (*optional*)

INCLUDED IN THIS SECTION:

- Overview of the Company Description
- See It In Action with Shaun Decker
- Now It's Your Turn to Build Your Business Plan

SOFTWARE REQUIRED:



- Microsoft Word

The Company Description



YOUR OBJECTIVE:

To produce the following section of your business plan:

- the Company Description

BACKGROUND INFORMATION BEFORE YOU BEGIN:

What is the Company Description Section of a Business Plan?

The **Company Description** section of a business plan provides the reader with a brief overview of the business including the business name and other relevant information about the business. The Company Description section is usually placed near the beginning of the business plan to establish a framework for the reader.

What's Included in the Company Description?

The **Company Description** section of a business plan usually includes the following components:

1. The company name
2. A general summary of the business
3. A declaration of a business form of ownership. Will the business be operated as a sole proprietorship, partnership, or corporation?
Note: *Unless otherwise specified by your instructor, you will be required to declare your business as a sole proprietorship in this simulation.*
4. An industry classification for the business. This will be discussed in more detail in the "See It in Action with Shaun Decker" section later in this project.
5. The location of the business. In other words, where will the day-to-day operations of the business take place?
6. The year the business was formed

Project 2: The Company Description

7. The primary function of the business. What are the main products or services provided by the business?
8. How many employees, if any, will be working for the company? What will their job titles be?
9. Who (if anyone) will be providing advice on legal, insurance, and accounting issues? These people are commonly referred to as “business advisors.”

Creating a Name for Your Business

Above all things, the name of a business is probably the most important aspect to its success, yet it is usually dismissed as an unimportant step.

When considering a name for your business, follow the guidelines provided below.

A business name should:

1. convey an immediate impression of your business to customers.
2. convey expertise in the products and/or services being offered by your business.
3. convey the value and uniqueness of your products and/or services.
4. convey the qualities and benefits of your products and/or services.
5. convey the desired style and image of your business.
6. be pleasant and positive to read or hear.
7. be easy to pronounce.
8. be easy to remember.
9. be non-limiting to accommodate future growth and expansion of the business.
10. consist of no more than two or three words.

A business name should not:

1. deliberately contain misspelled words.
2. be too similar to other business names.
3. offend or embarrass potential customers.
4. be too vague or too general. For example, the business name “ACME” does not tell potential customers what business it is. Whereas, the name “ACME Movers” immediately lets the customer know it is a moving business.
5. begin with an article (A, An, The).
6. consist of more than three words.

Project 2: The Company Description

Does the Business Name You Want Already Exist?

When selecting a business name, it is important that you determine if the business name is already in use by another business entity. Not only is it ethically wrong to use a business name that already exists, but most states have strict laws set up to protect the names of businesses. A good place to quickly check the availability of a business name is the United States Patent and Trademark Office (USPTO) Web site. The USPTO is a huge database provided by the Federal Government which includes every patent and trademark name currently in use in the United States. A **trademark** is a name, symbol, or other device identifying a product or business, officially registered and legally restricted to the use of the owner or manufacturer. Another place to check the availability of business names is with your state's Secretary of State department.



Search for business names you are considering at the United States Patent and Trademark Web site at www.uspto.gov.

Now let's learn how Shaun Decker created the Company Description section of his business plan





Shaun Decker's Company Description

Shaun already had the necessary information to complete some of the parts required in the “Company Description” section of his business plan. However, Shaun had to still create a name for his business and conduct some research in order to complete several of the other parts.

Creating a Business Name

Realizing the importance of choosing the right business name, Shaun researched the process of naming his desktop publishing business.

After a couple of hours of looking through the phone book and surfing the Internet for names of established desktop publishing enterprises, he came up with the following five possibilities:

Possible Business Names:
1. Shaun Decker, Desktop Publishing Services
2. Decker's Publishing
3. Shaun's Publishing
4. Decker's Visual Communications
5. Decker's Digital Desktop

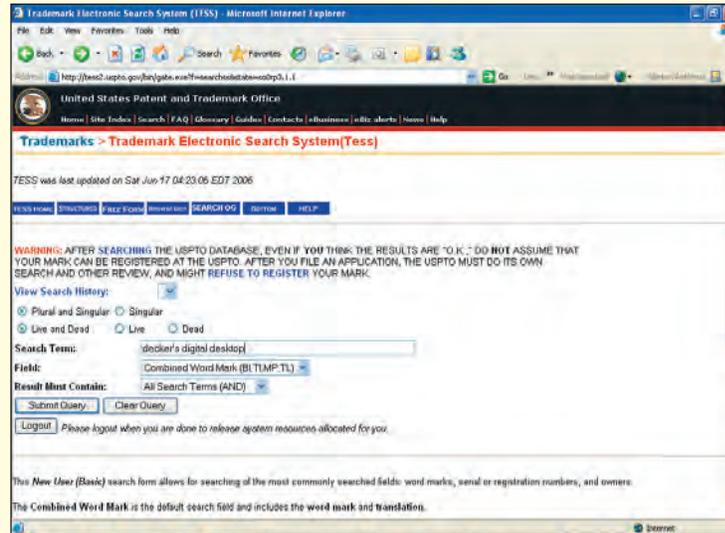
Shaun looked at his list of possible business names over and over again. He presented the list to his friends and family to get their opinions. Most of the people Shaun surveyed liked the sound of “Decker’s Digital Desktop.” They thought it made the name noteworthy and memorable.

Before making a final decision on his business name, Shaun wanted to make sure that his business name was not already being used by another company. Shaun logged on to the United States Patent and Trademark Office Web site (www.uspto.gov) and searched under “Trademarks” using his desired name of “Decker’s Digital Desktop” (see Figure 2.1). The search yielded no results, indicating that the name “Decker’s Digital Desktop” was not being used by any other business entity. He also checked with the New York Office of the Secretary of State and found



Project 2: The Company Description

Figure 2.1



Shaun Decker used the United States Patent and Trademark Office Web site (www.uspto.gov) to determine if his desired business name was already in use.

that the name was not taken. At this point, it was safe for Shaun to use “Decker’s Digital Desktop” for his business name.

Form of Ownership

Since Shaun was just getting started, he decided that operating the business by himself would be the best solution at this stage of the game. Therefore, Shaun declared his business as a sole proprietorship.

Industry Classification

Next, Shaun needed to obtain an industry classification for his desktop publishing business. Shaun used the Internet to find the North American Industry Classification System (NAICS) Web site (www.naics.com) to assist him. Using the search option, Shaun typed in “desktop publishing” and learned that the industry classification for a desktop publishing business was “Document Preparation Services” and the NAICS code number was “561410.”



Shaun visited the North American Industry Classification System Web site (www.naics.com) to find the industry classification for his desktop publishing business.



Business Location

Shaun's logical choice was to operate his business from his home. Shaun wanted to be sure that operating the business from his home was in compliance with his local community zoning laws. **Zoning laws** are regulations that govern the type of use for a property within a community.

Shaun remembered learning about the Small Business Administration (SBA) in his Introduction to Business course. The SBA is a free service provided by the Federal Government to assist small businesses in getting established. After visiting and researching the SBA Web site (www.sba.gov), Shaun called his local city hall and spoke to a zoning officer, who informed him that his neighborhood was zoned residential and not for business (commercial) use. However, Shaun learned that he could obtain a **variance** (legal permission to use the property for another purpose) as long as his business would not create excessive customer traffic to the property. Since most of his transactions with customers would take place at the customers' locations, this would not create excessive traffic to Shaun's home.

All Shaun needed to do was to have his parents (the legal owners of the property) fill out a variance application and submit it for approval by the zoning board. Shaun filed the variance application and a few weeks later received approval from his local zoning board to operate the business from his parents' home.

With this step complete, Shaun was ready to write the "Company Description" of his business plan.

Shaun Decker's completed "Company Description" section of his business plan is provided on the next page.



Project 2: The Company Description

Shaun Decker's Company Description:

Company Description

I. Company Name

The legal business name is "Decker's Digital Desktop."

II. Business Summary

Decker's Digital Desktop is a desktop publishing business established to provide area businesses with desktop publishing services.

III. Form of Ownership

Decker's Digital Desktop will operate as a sole proprietorship. The proprietor of the business is Shaun Decker, the owner.

IV. Industry Classification

According to the North American Industry Classification System (NAICS), the industry classification for a desktop publishing business is "Document Preparation Service." The NAICS code number is 561410.

V. Location

Decker's Digital Desktop will operate from the owner's home residing at 123 Prescott Avenue in Pleasant Landing, NY.

VI. Year Established

Decker's Digital Desktop was established in 2006.

VII. Primary Function

The primary function of Decker's Digital Desktop will be to provide area businesses with desktop publishing services in the form of both print and electronic documents.

VIII. Employees

Shaun Decker, the owner, will be the only employee of Decker's Digital Desktop.

IX. Business Advisors

Jeff and Caroline Decker, the owner's parents, will serve as business advisors to Decker's Digital Desktop.

Now it's your turn to create the
Company Description section of your
business plan





Project 2: Create the Company Description Section of Your Business Plan

Follow the instructions provided below.

1. Using Microsoft Word, retrieve the file “Project2_Worksheet” from the “Teen Entrepreneur” folder installed from the Data CD.
2. Type your name and the current date in the header section of page 1 in the document.
3. Follow the instructions provided in the document to complete the worksheet.
4. Carefully proofread your work for accuracy and format.
5. Print a copy of the completed worksheet.
6. Save the completed worksheet to the “My Business Plan” folder.
7. Using Microsoft Word, open the file “Project2_Template” from the “Teen Entrepreneur” folder installed from the Data CD.
8. Complete all of the sections provided in the “Project2_Template” file to write the “Company Name and Description” section of your business plan. Use the “Overview” notes and Shaun Decker’s “Company Name and Description” as a guide. **Tip:** Copy and paste the answers that are relevant from the “Project2_Worksheet” file.
9. Carefully proofread your work for accuracy and format.
10. Save the file as “Project2_Company_Description” to the “My Business Plan” folder.
11. Print a copy of the document.





Project 3: Creating a Logo and Tagline

For Your Business Plan

Approximate Completion Time: 1–2 hours



Business Plan Checklist

- ✓ Project 1: Choosing Your Teen-based Business
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- Project 20: Final Assembly of Your Business Plan
- Project 21: Company Web Site Homepage (*optional*)

INCLUDED IN THIS SECTION:

- Overview of Logos and Taglines
- See It In Action with Shaun Decker
- Now It's Your Turn to Build Your Business Plan

SOFTWARE REQUIRED:



- Drawing or illustration program such as Adobe Photoshop, Adobe Illustrator, or Microsoft Paint
- Adobe Acrobat Reader

Creating a Logo and Tagline



YOUR OBJECTIVE:

To produce the following for your business plan:

- a Logo
- a Tagline

BACKGROUND INFORMATION BEFORE YOU BEGIN:

What is a Logo?

A **logo** is a name, symbol, or trademark designed for easy recognition. Logos can be made up of text only, or a combination of text and graphics. The goal of a logo is to always project the company's intended image.

Logos are used on just about every document a business produces including:

- Business cards
- Letterhead
- Advertisements and flyers
- Brochures
- Signs and posters

Logo Design Guidelines

When designing a logo for your business, follow the guidelines presented below.

1. Your logo should project your company's image.
2. Your logo design should be simple. Creating a logo with too many graphics or too much text makes it difficult to read and remember. You want to design a logo that customers will remember for the long-term.
3. Your logo should be unique, easily recognizable, and it should be different from your competitors.

Project 3: Logo and Tagline

4. If you will be using a color printer, keep the number of colors in your logo to a minimum. The colors you use in the logo will become the “signature” colors of your company.

Logos that Have Stood the Test of Time

Figure 3.1 shows some logos that have stood the test of time. Notice how each logo is simple to read, uses minimum colors, and includes the company name within the logo.

Figure 3.1



What is a Tagline?

A **tagline** is a repeated phrase or selection of words associated with a specific individual, organization, or product. Another word commonly used for a tagline is a slogan.

Taglines are the first step and an integral part of brand building. Their value builds for years, and over time, a good tagline can be your best and least expensive form of advertising. If your company name, logo, and tagline are all working together as they should, they become an advertisement in and of themselves. Refer to Table 3.1 to view some successful taglines that have stood the test of time.

No matter what your company does, your tagline creates a first impression. Sometimes people will remember a tagline even before the company name.

Successful taglines should:

1. be short and to the point.
2. consist of no more than four to six words.
3. convey a message of what your business provides.
4. be consistent with your logo design.
5. be easy to remember by potential customers.

Project 3: Logo and Tagline

Table 3.1

Taglines That Have Stood The Test of Time	
Tagline	Product/Company
<i>When you care enough to send the very best.</i>	Hallmark
<i>Good to the last drop!</i>	Maxwell House Coffee
<i>mmm...mmm...good!</i>	Campbell's
<i>I'm lovin' it!</i>	McDonald's
<i>Drivers wanted.</i>	Volkswagen
<i>They're grrreeeeaat!</i>	Kellogg's Sugar Frosted Flakes
<i>Must see TV.</i>	National Broadcasting Company (NBC)
<i>Always low prices!</i>	Wal-Mart
<i>Have it your way.</i>	Burger King
<i>Pizza! Pizza!</i>	Little Caesars
<i>Like a rock.</i>	Chevrolet
<i>Do the "Dew".</i>	Mountain Dew
<i>Is IT in you?</i>	Gatorade
<i>Think outside the bun.</i>	Taco Bell
<i>Snap. Crackle. Pop.</i>	Kellogg's Rice Crispies
<i>Shift</i>	Nissan
<i>Once you pop, you can't stop!</i>	Pringle's Potato Chips

Now let's learn how Shaun Decker created a Logo and Tagline for his business plan





Shaun Decker's Logo and Tagline

Shaun Decker now set upon the task of developing a logo and tagline for Decker's Digital Desktop.

For the tagline, Shaun created several catch phrases that would capture the essence of his desktop publishing business. After several revisions, Shaun decided on the tagline "*The Image of Your Future.*"

For his logo, Shaun wanted to create something that was simple, but that would also immediately grab the attention of potential customers. Since he was in the desktop publishing business, Shaun also wanted to include a graphic that conveyed a computer-related message.

Shaun began the logo design process by hand-sketching several possibilities on paper. Next, Shaun used a drawing software program to create five possible logos on the computer. He then printed the logos on one sheet of paper and surveyed his friends and family to get their opinions on the logo possibilities. He asked them to choose their favorite logo design from the following five possibilities:



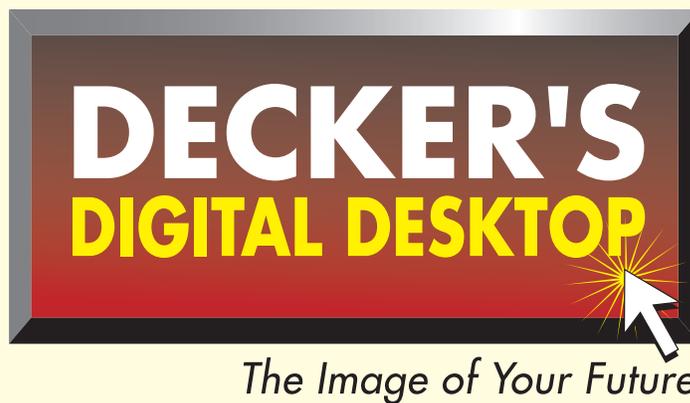


Project 3: Logo and Tagline

The results were unanimous. Nine out of the ten people Shaun surveyed picked logo #3. Shaun now had his logo and tagline secured.

With this step complete, Shaun was ready to add his company logo and tagline to his business plan.

Shaun Decker's completed logo and tagline for Decker's Digital Desktop is shown below.



Now it's your turn to create your company's Logo and Tagline for your business plan





Project 3: Create a Logo and Tagline for Your Business Plan

Follow the instructions provided below.

1. Open the file “Project3_Logo_Tagline_Planning_Form” from the “Teen Entrepreneur” folder installed from the Data CD. Print a copy of the document and follow the instructions provided. **Note:** *You will need Adobe Acrobat Reader to view and print this document.*
2. Using an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, or Microsoft Paint, create your company logo. *Be sure that the tagline is visible somewhere in the logo.* Use the “Overview” notes and Shaun Decker’s “Logo and Tagline” as a guide.
3. Save the logo as “Logo” in the “My Business Plan” folder. **Note:** *Save the logo in a format that will allow you to import it as a graphic image in Microsoft Word and Microsoft Publisher (.WMF, JPEG, TIFF, .BMP).* The logo will be used in future projects.
4. Print your logo.
Keep the printout of your logo in a secure place as you will need to add it to your Business Plan at the conclusion of this simulation.



**STAY
INSPIRED!**

Real Teen Entrepreneur Success Story



Courtesy of Junior Achievement.



Ian Abston of Elkhart Lake, WI
Company: 2 Buff Guys

Ian Abston had only taken one business course while in high school. As it turns out, the experience made quite an impact on the Elkhart Lake High School student from Wisconsin. Ian was immediately inspired to start his own business!

"After the Junior Achievement Business Bowl, I started tracking stocks and bonds," claims Ian. "I also became interested in starting my own business."

The birth of "2 Buff Guys," a company specializing in lawn care and other handyman-type jobs soon followed. With large investments in advertising and promotions (business cards, flyers, "buff hours"), "2 Buff Guys" netted nearly \$10,000 last summer alone! Ian and his partner have recently hired more workers to keep up with the demand, and have subcontracted with established landscaping businesses.

"The best thing about running my own business is the responsibility," says Ian. "I like being in charge."

Sounds like this "Buff" guy has brains and brawn—a compelling combination.

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