**Business Plan Project**

Your team will need to brainstorm for this project. You will need to come up with a product or a service and make a business out of it. Below you will find the information I am requesting from you.

1. Cover Page
2. Table of Contents
3. Executive Summary
4. Business Description
5. Mission Statement
6. Type of Business
7. Name
8. Location
9. Product Description
10. Position
11. Pricing Strategy
12. Market and Industry Analysis
13. Customer Profile
14. Market Segment
15. Target Market and Demographics
16. Competition
17. Sales and Marketing
18. Method of sales
19. Advertising and Promotion
20. Slogan
21. Character/Spokesman
22. Management
23. Ownership

**\*If you create a Google Slides presentation along with the business plan your group will receive extra credit\***

**DUE FRIDAY DECEMBER 16, 2016**