**Report**

1. Please write a summary paragraph about why you choose the type of business, and why it is important to you. Why do you think you will excel at this business compared to other businesses that are similar?
2. Create a business plan detailing such things as the business name, products/services sold and their costs, contact information, operational hours, competition, etc. (Microsoft Word)
3. Write a mission statement and tag line/slogan/motto. (Microsoft Word)

Power Point Presentation will include:

* [Pictures, words and other things that catch people’s attention.](http://www.econedlink.org/interactives/EconEdLink-interactive-tool-player.php?filename=em476_story_1.swf&lid=476)
* [What they are offering.](http://www.econedlink.org/interactives/EconEdLink-interactive-tool-player.php?filename=em476_story_1.swf&lid=476)
* [Their qualifications for doing the job.](http://www.econedlink.org/interactives/EconEdLink-interactive-tool-player.php?filename=em476_story_1.swf&lid=476)
* [Why customers might like or use what they are selling.](http://www.econedlink.org/interactives/EconEdLink-interactive-tool-player.php?filename=em476_story_1.swf&lid=476)
* [What their good or service costs.](http://www.econedlink.org/interactives/EconEdLink-interactive-tool-player.php?filename=em476_story_1.swf&lid=476)
* [How to contact them -- usually a phone number if they are providing a service.](http://www.econedlink.org/interactives/EconEdLink-interactive-tool-player.php?filename=em476_story_1.swf&lid=476)