**Presentation in Prepared and Well-Polished Speech**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ 1. Introduce yourself? Name of business? Why? Logo or picture included?

\_\_\_\_ 2. What are your roles, jobs, and responsibilities?

\_\_\_\_ 3. What type of business organization have you formed? Sole proprietorship? Partnership? Why did you choose this form of organization? What are the advantages and disadvantages of your type of business organization?

\_\_\_\_ 4. What type of product/service are you proposing to sell (*What exactly are you doing*)? Why? Describe the product/service. Photo or drawing of your product(s) and/or the equipment.

\_\_\_\_ 5. If you are proposing to sell a product: How did you add value to your product? If you are

proposing a service: How is your service different from all the other similar services (*your* *competition*) out there?

\_\_\_\_ 6. What variety of products did your group brainstorm to sell? In other words, what did you consider doing before you settled on your final idea?

\_\_\_\_ 7. What specific land, labor, and capital resources will you need to produce, sell, and distribute your product?

\_\_\_\_ 8. Where and how will your product be produced? Where will you primarily sell your product?

\_\_\_\_9. If you were to decide to go forward with this idea and start an actual, on-going business, what steps would you need to take? What government approvals are necessary (*Business licenses,* *environmental regulations*)?

\_\_\_\_ 10. What kind of market research did you perform? Survey? Interview(s)?

\_\_\_\_ 11. In what kind of market structure will your company compete?

Market? Monopolistic competition? Oligopoly? Monopoly?

What are the characteristics and barriers to entry in your market structure?

\_\_\_\_ 12. If you will face some competition, who or what is your competition?

\_\_\_\_ 13. Explain how you set the price for your products/services.

\_\_\_\_ 14. Describe your customer base, or target. In other words, what is the age, gender, personality, etc. of your ideal customer?

\_\_\_\_ 15. Explain the strategy behind each of your advertisements/commercials. Radio Ad (optional)?

Print Ad?

\_\_\_\_ 16. Financial report? Give us some details; break down the “major” costs.

\_\_\_\_ 17. How much money are you asking for today?

Excellent 90 80 70 60 50 40 30 20 10 0 Poor

Total /200

Name of Business: Attire: