

Business Plan Assignment Criteria

We conclude our study of corporate hierarchy/structure by developing companies of our own. Remember, when you choose titles for your company's members, do your best to make sure that the job description/responsibilities match up with each member perceived skills and abilities.

Take a moment to discuss the importance of giving your company an appropriate name, and that your corporate logo should be unique and if possible, convey what it is that a company does. Your company slogan should also further solidify the company's purpose/goal in the mind of potential customers.

To display your work, you will need to mount it on poster board. The Visual Display Rubric will help with putting your poster together.

Business Introduction	Write an introduction title: Name of the Company: Name of Owners:
Business Summary	Write a one paragraph about: <ul style="list-style-type: none">▪ Why Am I In Business?▪ What Business Am I in?▪ How you will create your business? This will be an outline of your business purpose and goals.
Management and Organization	Create an organizational chart showing the management hierarchy and who is responsible for key functions.
The Financial Plan	Write in one paragraph about: <ul style="list-style-type: none">▪ Money needs▪ How will you raise or borrow the money?▪ How will you convince banks to invest into your business?
The Business Image	Create a business image Company logo - What will be the image that represents your business? Your company's slogan that goes with your logo.