

| MODULE | CONTENT | | ACTIVITY | LEARNING OBJECTIVES |
|-------------------------------------|--|---|---|---|
| Market Research | Target Market Comparative Advantage Opportunity Recognition Customer Focus | Customer Surveys Channels Business SWOT | Customer Surveys Research and Development | PE 3a, 3b PE 4g PE 5a, 5c, 5f - h PE 6b I 1c, 4d, 4e |
| Financials | Define One Unit Cost of Goods Sold Pricing Start-up and Operating Costs Projected Sales | Income Statement Revenue and Profit Break-even Units Return on Investment Return on Sales | COGS Pricing + Profit Activities Market Research Research and Development Business Financial Worksheets | BF 1c, 1e, 1k, 1l PE 4p PE 5g BF 1a, 1d, 1e, 1f, 1g, 1h PE 6c |
| Marketing | Marketing Mix Marketing Plan Company Name Logo | Slogan Signage Flyers Customer Relationship | Market Research Marketing Plan | PE 2a PE 3a, 3b PE 5a, 5c, 5f - h I 1c |
| Bid | Market Day Bid | | Market Day Bid | |
| Wholesale Fieldtrip (if applicable) | | | | PE 6d |
| Market Day | Preparations for Market Day Re-Evaluate Market Day plan Pre-orders Communication with Vendors | | Market Day Preparations Market Day | |
| Post-Market Day | Market Day Reflection Loan Repayment and Cash Out Form Income Statement | | Market Day Reflection Cash Out Form Income Statement | PE 1f, 1h |