**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_ Block: \_\_\_\_\_\_\_ Page #: \_\_\_\_\_\_**

YOU, The Entrepreneur

Planning Page

Brainstorm-

Discuss possible product ideas and create a list of 4 possible product ideas.

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** 2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

3. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** 4. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**A. – What will you produce?**

**Write a brief description of the product you have decided to produce for Arbuckle Inc.**

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**B. – How will you produce it?**

**Create a 5 step process production your product. Describe the 5 major steps below.**

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

3. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

4. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

5. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What factors of production will be used to produce your product?

|  |  |  |
| --- | --- | --- |
| Capital Resource | Labor Resources | Land Resources |

**C.** – **How many will you produce?**

**List the factors of production do you think will be scarce or hard to come by**

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**D.** – **For whom is your product intended?**

**Write a brief description about whom your product will be designed for and the incentives they will**

**have for buying your product and the sales price of your product.**

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**You are a production team at Arbuckle Inc. Recently the company has been seeking to expand its business by designing and producing a good or service that will appeal to the modern teenage consumer. Your team has been assigned the task of producing “the next big idea” that will take Arbuckle Inc. to the next level of production innovation. Put your imagination and skills to work as you design the product of the future!!**

**Directions**:

**1. Complete the 4 steps on the front of the page to plan and design your product.**

**2. Design a full size diagram showing HOW your product is made. Diagram must**

**include the factors of production used to make your product and to sell your**

**production process.**

**3. Create a short advertisement to be used to sell your product to your target audience.**

**4. Each class will vote on the product they would most likely purchase.**

**Entrepreneur names:**

**1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Step 1: Product Planning**

* **Using the planning page to identify- What to produce? How to produce? How many? & For Whom?**
* **Brainstorm product ideas, list necessary resources, outline a production sequence and plan a design for your produce.**
* **Divide group into two task groups- Diagram group and Advertisement group**

**Step 2: Resource and Production Diagram**

* **Use the planning page to create a diagram that illustrates the resources, production sequences and product design.**
* **Diagram must be neatly organized, easy to read and full color and must include:**

1. **The product or product logo**
2. **The major factors of production (Natural, Human, Capital Resources)**
3. **At least 5 of the steps in the production process.**

**Step 3: Product Advertisement**

* **Create a 60-90 second advertisement which can be used to sell your product.**
* **Advertisement ideas include:**

**\*Scripted Commercial \*Consumer testimonial \*In class demonstration**

**\*Celebrity Endorsement \*Testimonial or product test \*Jingle or Song**

* **Ad must be targeted at students, teachers, parents or school leaders.**
* **Product ads will be presented to the management of Arbuckle Inc. on the final design day.**