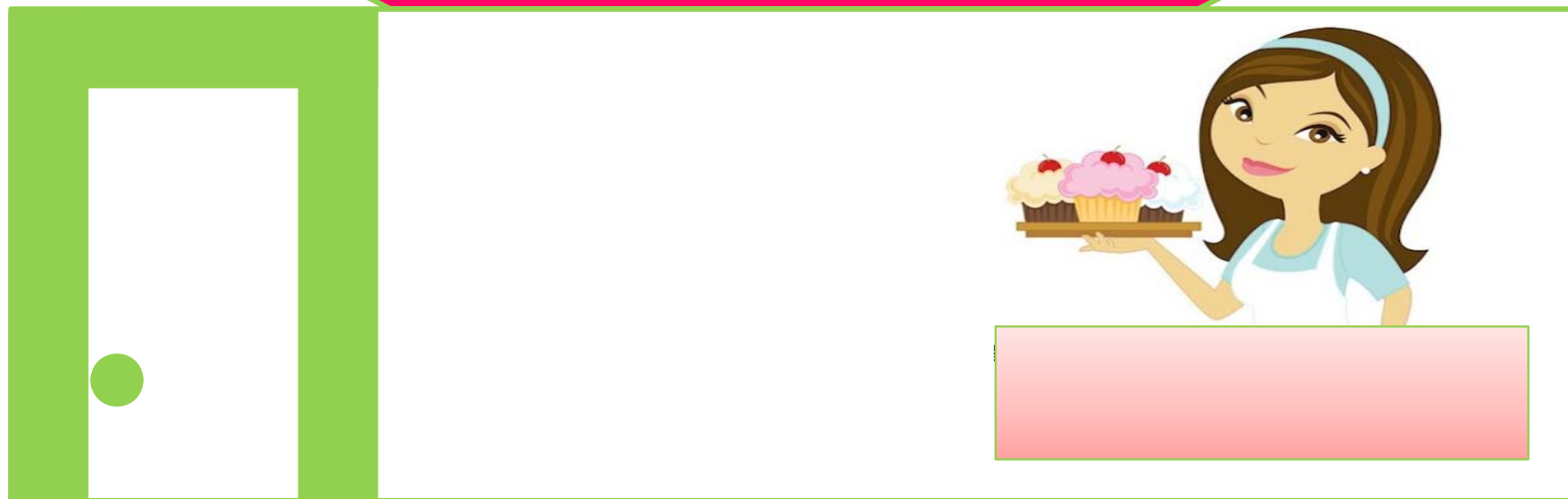


# Mini Business Project Food Court Wars



# About the Project!!!!

- You are to create a mini food business as a group then sell your product at the CHS Food Court Wars
- The following is needed to complete the project:
  - ⇒ Come up with a Product to Sell
  - ⇒ Name Your Business
  - ⇒ Business Partners, Organization & Descriptions
  - ⇒ Create a Logo & Slogan
  - ⇒ Vision & Mission Statement
  - ⇒ Create a Mini Business Plan
  - ⇒ Market your Business with Promotional Items
  - ⇒ Complete all Financial Documents
  - ⇒ Decorate your Booth (booth rental contract)
  - ⇒ Sell your Item at the Food Court War

# What is your GOAL?

#1 To make a profit!

#2 To complete all assignments accurately

Why #2?

You can still be very successful in this project even if your product doesn't sell.

# Who are your customers?

- CHS students, ages 13-18 years of age
- Purchasing food items right after lunch
- How many people can you sell to?
- How much money do you think they will spend?



# What Product to Create?

- Having a hard time thinking of a product????
- Think of something you have an interest in.
- Think of a product that you believe will be beneficial to others.
- What about all your talents?
- What did you come up with???



# Estimate Food Cost on Product

Estimate Food Cost					
Items:	Serving size	Unit:	Cost:	Total Unit Cost:	
Nestle TOLL HOUSE Chocolate Chip Cookie Dough 36 oz. Tub	2 oz.	18	\$ 4.56	\$ 0.253	
napkins ct. 220	1 per person	220	\$ 2.97	\$ 0.014	
Total cost per item				\$ 0.267	
You need your food cost as low as it can be to make a profit.					

# Setting Your Price

The average restaurant's goal is to have their food cost to be at least 25%

Food Cost	25% Food Cost
1.25	\$5.00
.27	\$1.08
0.86	\$3.44
2.45	\$9.80

How much can you sell your product for?


# Questions to ask yourself

- What do you want your price to be?
- What do you want your profit to be?
- How many people can sell to?
- What is your breakeven point?



# Name Your Business

- Now that you have decided on your product, name your business.
- Think of something with a catchy name.
- How does your business name relate to your product?

**My Name (Nina) +  = Nina's Bakery**

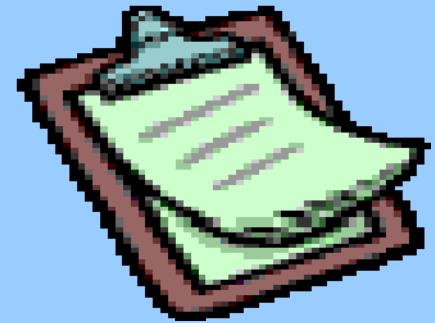
# Business Organization

- Partnership (general or limited)
- Corporation
- Sole Proprietor

# Decide Roles of Business Partners

- Who is doing what?
  - Accounting/finance
  - Marketing/Sales
  - Baker
  - Etc.

# Mini Business Plan



- Each business must submit a business plan.
- All business plans will be submitted at the end of the project.
- To view sample business plans, visit the following websites:
  - [http://www.bplans.com/sample\\_business\\_plans.cfm](http://www.bplans.com/sample_business_plans.cfm)
  - <http://www.powerhomebiz.com/bplan/sampleplans.htm>

# Promotional Items

- Create promotional items for your business:
  - Business cards
  - Flyers
  - Poster



# Poster

- Create a poster to advertise your business
- After completing your poster, hang outside classroom door to advertise your business



# Booth Design!