

Business Planning (1-2 class periods)

Text: "Planning a New Business"	
Standards: Main idea and details in nonfiction text (CCSS.RI.1, FL BEST R.2.2, TEKS Strand 2.G, VA SOL.6)	
Objectives: <ul style="list-style-type: none">• Read and explore a nonfiction text.• Identify main idea of a nonfiction text.• Connect a nonfiction text to real-world experiences.	Materials: Graphic organizer (below)
Assessments of Learning: <ul style="list-style-type: none">• Monitoring student behavior or asking brief questions during group work provides informal assessment throughout the lesson.• Reflection questions can be used as formative assessments.• Graphic organizers can be used as a formative assessment or collected as a formal assessment.	

Lesson Procedures

Introduction: (5 minutes)	Hook: Creating a business is a fun, but big project! Planning helps us get ready big projects. For example, people making food in the cafeteria have lots of plans. The school plans a menu, looks at recipes, grocery shops, and tells everyone about the menu. What are some things people plan for in school? (e.g., a school presentation, a sports game, a field trip) Allow a partner discussion. Then, introduce the main topic with the whole class: starting a new business also takes planning.
Reading Practice: (25-30 minutes)	Group Reading: Students work together in small groups (2-5) to read a text. While reading, students should annotate the text by underlining or circling key ideas. They can also annotate key terms in the text. Comprehension Practice: After reading, students work together in groups to answer the question set for the text. They should discuss any questions or conflicting answer choices that arise.

	<p>Class Discussion: Entire class participates in a teacher-led discussion identifying the main idea and details in the text.</p> <p><i>Main idea: planning is important for starting a new business.</i></p> <p><i>Key details: learn about customers, organize the business, choose a product or service, and make a marketing plan.</i></p>
Business Planning Graphic Organizer: (35-40 minutes)	<p>Introducing Organizer: Teacher introduces business planning graphic organizer. Explain that each section reflects one step of business planning. Ensure that students understand each question in the organizer.</p> <p>Business Planning: Students work independently to brainstorm a new business. They will fill in the entire graphic organizer with details about their new business. Responses do not need to be logistically detailed, but they should be realistic and relevant.</p> <p>Class Discussion: As a class, discuss:</p> <ol style="list-style-type: none"> 1. What is helpful about this graphic organizer? 2. What else would a business owner need to plan?
Closing: (5 minutes)	<p>Student Reflection Questions:</p> <ol style="list-style-type: none"> 1. How could this graphic organizer help someone start their own business? 2. Why is it important to make plans before starting a new business?

Educator Note!

Some students may benefit from seeing an example business plan before making their own. In this case, you can complete the graphic organizer as a class, based on a popular existing business.

Accommodations & Modifications:

- Allow students to dictate ideas when writing.
- Students work in pairs or small groups to plan their businesses.
- Students choose from a list of business ideas, rather than coming up with new ideas on their own.

Extensions:

- Tell the class your business idea in 1 minute and answer their questions.
- Design an advertisement for your business.

Business Planning Organizer

Customers: Who will you sell things to?

Organization: Who will lead and work in your business?

Product or Service: What will you sell, and how will you get it?

Marketing: How and where will you advertise to customers?

Planning a New Business

Starting a business is exciting! Planning the business helps you succeed. First, learn about your customers. Then, organize the business. Next, decide what product or service you will sell. Finally, write a strong marketing plan. These four planning steps help meet business needs. They will help your business grow!

A good business owner understands their customers. They also understand what those customers want or need. These ideas help make a marketing plan. Marketing helps customers learn about a business. A good marketing plan shows why this business is better than others. It also explains how you will reach new customers and keep them coming back.

Organization helps a business work well. There are different types of business structures, like a sole proprietorship or a corporation. The owner decides what type of business it will be. The business also needs leaders to make decisions. Each person in the business should have a clear job. Everyone does their part to run the business. A skilled team can help the business grow.



Every business sells a product or a service. A product is something people buy. These are goods, like clothes or food. A service is something people pay for others to do. These are actions, like a haircut or car repair. Businesses offer products or services that help customers. If the business creates something new, laws can help protect the invention. Getting a patent or copyright keeps your new idea safe. Deciding what to offer is a big decision for businesses.

Marketing plans attract customers. Businesses can advertise in many ways. They can make ads on websites, TV, or flyers. They must also decide how they will sell their product or service. Will they have a store or sell online? A good marketing plan tells lots of people about the business. It makes people want to buy from the business, too!

Starting a business takes a lot of planning. Plans help prepare for the business needs. First, understand your customers. Then, organize the business. Next, offer products or services. Finally, attract customers with a strong marketing plan. These four steps help a new business succeed and grow!

1. Which word means the same as "marketing"?
 - a. advertising
 - b. customers
 - c. planning
 - d. questions

2. What are "sole proprietorship" and "corporation"?
 - a. leaders in a business
 - b. types of marketing plan
 - c. ways to organize a business
 - d. services a business can offer people

3. What **2** things does every business choose to sell?

A _____ or a _____.

4. Why is it important for everyone in a business to have a clear job?
 - a. Clear jobs keep strong leadership.
 - b. Clear jobs market to more new customers.
 - c. Clear jobs make sure everyone does their part to help.
 - d. Clear jobs help decide what type of structure a business will have.

5. What are **3** examples of things a business can advertise on?

6. Write 1, 2, 3, and 4 to put the planning steps in order from first to last.

organize the business	make a marketing plan	choose a product or service	learn about customers

7. Explain why planning can help a new business succeed.

Answer Key

- 1.** A
- 2.** C
- 3.** product, service
- 4.** C
- 5.** websites, TV, flyers
- 6.** 2, 4, 3, 1
- 7.** Responses explain that planning helps a business prepare. For example:
 - Planning prepares you for what the business will need to grow.
 - Making good plans means you are prepared for what the new business needs.