School-based Enterprise Proposal

Directions

You are one of 34 business students who will become an employee of the Westlake High School School-based Enterprise. You are charged with presenting an organized and convincing proposal/presentation to utilize during your interview. Complete the following:

1. School-based Enterprise. Answer the following questions:

   a. Will our school-based enterprise be categorized as a service, manufacturing or merchandising business?
   b. What will be the form of ownership for the business?
   c. What will be the name of the business?
   d. What departments/divisions do you feel are necessary for the business?
   e. What departments do you feel should be included in the business?
   f. Who are our competitors?
   g. Why is our product/service needed?
   h. How much will our product/service cost?
   i. How many people will we need to run the business?
      - Hours of Operation?
      - Location?
      - Roles & Responsibilities (job titles and descriptions)?
   j. What physical facilities will we need?
   k. What licenses, permits, risks management will be required?
   l. How much money will we need to get started?
   m. How much profit do we expect to make?
   n. What challenges do you anticipate?

2. Using the information in #1, create a proposal/presentation to use during your interview.

You will have 2 class blocks to generate an idea and create a PowerPoint Presentation.