

INTRO:

You may work with a partner or by yourself.

You and your friends have decided to create an online e-business to earn some extra money. You can choose what you want to sell but here are the criteria:

There must be a legitimate market for your products.

1. You must have at least 8 different items.
2. Your products must be wholesome (i.e. appropriate for school)
3. Your products must be shippable.

EX: Shoes, Computer parts, car parts, transformers, video games, fishing reels, antique Barbie Dolls etc,

To help get your business off the ground, the government is offering a \$10,000 grant – but you have to convince the government representative that your business is a good idea. You will accomplish this through this report.

PARTS OF YOUR PROJECT:

1. Business Identity

- a. Company Name
- b. Logo
- c. Slogan

2. A website describing your services and prices

- a. Main Page
- b. Ordering Information (including an online form)
- c. Catalogue page
- d. About your company
- e. You can use WordPress or any other free tool that you find!

3. A PowerPoint presentation describing your company

- a. What you plan on doing.
- b. Demonstrate a need for your product – why will people in Greenstone want it?
- c. Convince the government representative that you are a competent company worthy of the government's money.
- d. A breakdown of what you would do with the \$10 000.

4. A business letter written to the representative asking for a meeting about the grant.

- a. Your letter should explain what your company will be doing.
- b. And why you think you deserve an interview.
- c.

5. A spreadsheet invoice that you plan to use for your company.

6. An advertising plan. Two options:

- a. A commercial for your product using Flash animation or a camera and Movie Maker.
- b. A design for a billboard.

EXPECTATIONS:

- Everything you create should be done using software we used in class.
- If you are working with a partner, both people must be actively involved
- You will use your time in class wisely.
- **This project is due on the last day of class – Thursday, January 23, 2014.**

SUCCESS CRITERIA AND MARKING:

1. Business Identity

Your identity must include three things:

- a. A business name
- b. A company logo
- c. A creative slogan/motto
- d. A creative/thoughtful design with fonts, colours and images

Success Criteria	Max Mark	Your Mark
Originality You have created your own logo and slogan.	5	
Logo Generation You have used image editing software to create an effective meaningful logo.	5	
Effective fonts and sizes You have use the text formatting tools to enhance your slogan and logo.	5	
Effective colours You have a colour theme that starts in your logo and is used throughout your whole project.	5	
Total:	20	

2. Website

Your website needs to include the following:

- a. Main Page (with company info, images/photos, description, etc.)
- b. Catalogue (Images and descriptions of products – Use Flash)
- c. Ordering Info (Google/Excel Order Form with necessary information such as customer, name, address, payment options, ordered products, shipping options, etc.)
- d. About Us (Company history, contact information)
- e. Overall theme, design, header image (Use WordPress to make this easier)

Success Criteria	Max Mark	Your Mark
4 pages are complete Pages have all required components.	10	
User Friendliness The user can easily navigate through your pages. All the links work and pages are scalable.	10	
Bonus marks are available for “fancy extras”		
Total:	20	

3. Presentation

Include the following parts in a presentation about your business idea. Remember – you are trying to convince people that this is an idea worth investing in, (sort of like CBC’s *Dragon’s Den*).

Success Criteria	Max Mark	Your Mark
Professionalism Every aspect of your presentation enhances your message. That you deserve the grant.	5	
Effective length Your presentation should be about 10 slides long and should contain relevant information for conveying your message.	5	
Images, Animation and Sound Enhance the message you are trying to send.	5	
Convincing Argument for Grant Explain how you are going to use the grant to make money.	5	
Total:	20	

4. Business Letter

Write a business letter to me, Mr. Wilson – Director of Business Development, Government of Ontario – inviting me to consider your presentation for the \$10,000 New Business Development Grant. Your letter should include why your business is worthy of the grant, some background information, and a little bit about yourself (and your partner, if applicable). You will close by inviting me to contact you at my earliest convenience. Need help with a business letter? There are many examples online!

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Success Criteria	Max Mark	Your Mark
Business type language The language in your letter contains only professional business language. It is grammatically perfect.	5	
Follow business letter format Make sure you have all the components that are in the sample business letter below.	10	
Effective use of formatting tools (Fonts, Sizes, Alignments...)	5	
Total:	20	

5. Invoice

Using Microsoft Excel, create an invoice, (similar to the one you created way back when) that contains information about the company and the customer and the total amount the customer owes for their order.

- a. Include formulas to calculate shipping and tax
- b. Include formulas to calculate subtotals for items ordered
- c. Format the invoice professionally. Use the lesson from the Excel Unit as an example

Success Criteria	Max Mark	Your Mark
Company and customer info Your invoice should have all of the components of the sample invoice below. Including your company logo and slogan.	5	
Formulas Set up formulas to do ALL calculations.	10	
Formatting You have used the formatting tools to enhance your invoice.	5	
Total:	20	

6. Advertising

Your presentation needs to include ideas on how you plan to advertise your products/business/website. You can choose to go above and beyond the expectations, but at a minimum, here's what I expect:

- a. Create a viral commercial (using Flash or similar animation program) **OR**
- b. Create a billboard/visual viral marketing campaign
 - Regardless of what you choose, you must include:
 - Different designs of ads, (use Microsoft Draw tools or Photoshop Elements)
 - Include your company logo, name, slogan/motto
 - Explain where you would place your ads and why – which audiences are you trying to attract?

Success Criteria	Max Mark	Your Mark
Consistent Formatting. The advertisement looks like it is from the same company as everything else in your project.	5	
Target Audience You have taken strategic steps to ensure your add is appropriate and engaging for the target audience.	10	
Quality Your add looks professional like a real add you would see on TV or on a billboard.	5	
Total:	20	

TOTAL MARKS: **/120 (This project is worth 30% of your overall class mark!)**

DUE DATE: THURSDAY, JANUARY 23, 2014

NOTE: You must submit this to the folder on SHARES/STUDENTS TO STAFF/WILSON/BTA30/FINAL PROJECT and include your name(s).