**Name: \_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Business Design Project**

This section will provide you with the vocabulary that you will be using during this project as well as questions you will have to answer about what type of business you are going to create with your partner.

Vocabulary

|  |  |
| --- | --- |
| **Vocab Words** | **Definition** |
| Product |  |
| Services |  |
| Media |  |
| Demographic | |  |  | | --- | --- | | Age |  | | Gender |  | | Life cycle stage |  | | Economic status |  | |
| Mission Statement |  |
| Motto |  |
| Logo |  |
| Letterhead |  |
| Advertisement |  |
| Partnership |  |
| Non Profit Organization |  |
| Cooperative |  |

**Your Business Ideas PART 1:**

What is the **name** of your company?  
What type of **services/ products** will be provided? (Are you *selling* something? If Yes what? If No then what are you *doing?*)  
How will you be marketing your company and products? (Online, pop up shop, the mall, paper catalog, etc.)  
What are the **demographics** trying to be reached by this company?  
What is your **Mission Statement**?  
What is your **Motto**?