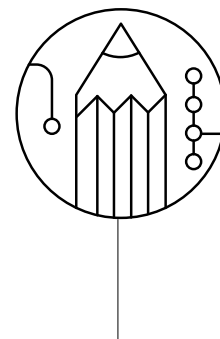


Lesson Plan: Recognize Business Opportunities and Planning to Start Your Business



Approx. 50 - 65 minutes

Learning Objectives	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Define target market • Identify the steps to conducting market research • Conduct basic primary and secondary research • Be able to explain the importance of identifying a target market segment • Be able to explain the importance of identifying competitors and determining a competitive advantage
Materials needed	<ul style="list-style-type: none"> • Print Student Worksheet, will need two t-shirt templates • Markers, colored pencils

Overview: Students will create a t-shirt based on a target market and consumer profile.

Background Knowledge Required: Students will need to complete *Lesson 2: The Entrepreneur in You* before completing this lesson. Students can complete *Lesson 3: Recognizing Business Opportunities and Planning to Start Your Business* before or after this lesson.

Provided Student & Teacher Materials:

- Recognize Business Opportunities and Planning to Start Your Business: Student Worksheet
 - *Student worksheet with t-shirt template and questions.*

Part 1: Preview (Launch)

Worksheet	<p>Duration: 10 minutes</p> <ul style="list-style-type: none"> • Provide each student with the t-shirt template worksheet. Ask the group to quick sketch of a t-shirt that represents their school. • Avoid giving examples or ideas about the t-shirt and allow students to be creative. Do not share the intended consumer of the t-shirt • After students have created a t-shirt, have students put the drawing to the side. The students will use the t-shirt design later in the lesson. <p><u>Background Information</u></p> <ul style="list-style-type: none"> • Students will need to complete Lesson 2 before completing this lesson.
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Part 2: Introduction to New Material

<p>Lesson <i>Teacher Directed</i></p>	<p>Duration: 10 minutes</p> <ul style="list-style-type: none">• Ask the class the following questions:• If I asked you to create a t-shirt for the students at your school, would the design be different? Why? <i>Feel free to chart the answers to the questions on the board, poster or computer projection.</i>• If I asked you to create a t-shirt for the teachers at your school, would the design be different? Why? • Today we are going to design t-shirts based on a target market and consumer profile.• Before designing the t-shirt, as a class we will determine:<ul style="list-style-type: none">▪ Target Market Segment of the t-shirt▪ Consumer Profile• Define the following vocabulary:<ul style="list-style-type: none">○ Consumer Profile: Identifying a target market segments helps find very specific information about a group of potential customers called a Consumer Profile. ○ Target Market Segment: Target Market is a specific group of customers in the broader target market who are most likely to buy a product or service. • Pass out worksheet and model Part 1 with the class. • Introduce Key Terms<ul style="list-style-type: none">○! Market Research: Market Research is an organized way to gather and understand information needed to make informed business decisions based on the potential customers and competitors that exist in the market.
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Part 3: Activity/Practice

<p>Worksheet</p>	<p>Duration: 45 minutes</p> <ul style="list-style-type: none">• Divide the students into three groups. In these groups, students will create t-shirts that represent their school for a specific consumer: teacher, parent or community member. Assign each group a consumer.• If you prefer smaller groups, assign the same consumer to multiple groups.• Students will need to complete Part 2 of the worksheet before they begin their design of the t-shirt.• <i>EXTENSION: Once students have designed the t-shirt, have them explore online websites to determine the cost to make each t-shirt based on their design. See the attached extension activity for directions.</i>
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Part 4: Closure

Closing	<p data-bbox="581 207 878 243">Duration: 10 minutes</p> <ul data-bbox="630 285 1382 386" style="list-style-type: none"><li data-bbox="630 285 1382 317">• Each group will present their t-shirt design to the class.<li data-bbox="630 321 1382 386">• Each student will reflect on the closing questions on the worksheet.
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Consumer Profiles

Name _____ Date _____ Class Period _____

Important Vocabulary:

- **Consumer Profile:** Identifying a target market segments helps find very specific information about a group of potential customers called a Consumer Profile.
- **Target Market Segment:** Target Market is a specific group of customers in the broader target market who are most likely to buy a product or service.

PART 1: Complete with your teacher

Create a Consumer Profile

1. Who is the consumer? _____
2. What is the age of our consumer? _____
3. What colors would represent our consumer? _____
4. What images would attract our consumer to our t-shirt? _____
5. What fabric and designs would appeal to your consumer? _____
6. What is the cost of the t-shirt? _____

PART 2: Complete with your group

Create a Consumer Profile

WHO (Circle your consumer): Teachers Parents Community Members

1. What is the age of our consumer? _____
2. What colors would represent our consumer? _____
3. What images would attract our consumer to our t-shirt? _____

4. What fabric and designs would appeal to your consumer? _____

Part 3: Complete on your own

Closing

1. How did the consumer profile influence your t-shirt design? _____

2. Why is identifying your Consumer Profile important to becoming an entrepreneur?



Extension Activity

Name _____ Date _____ Class Period _____

Directions

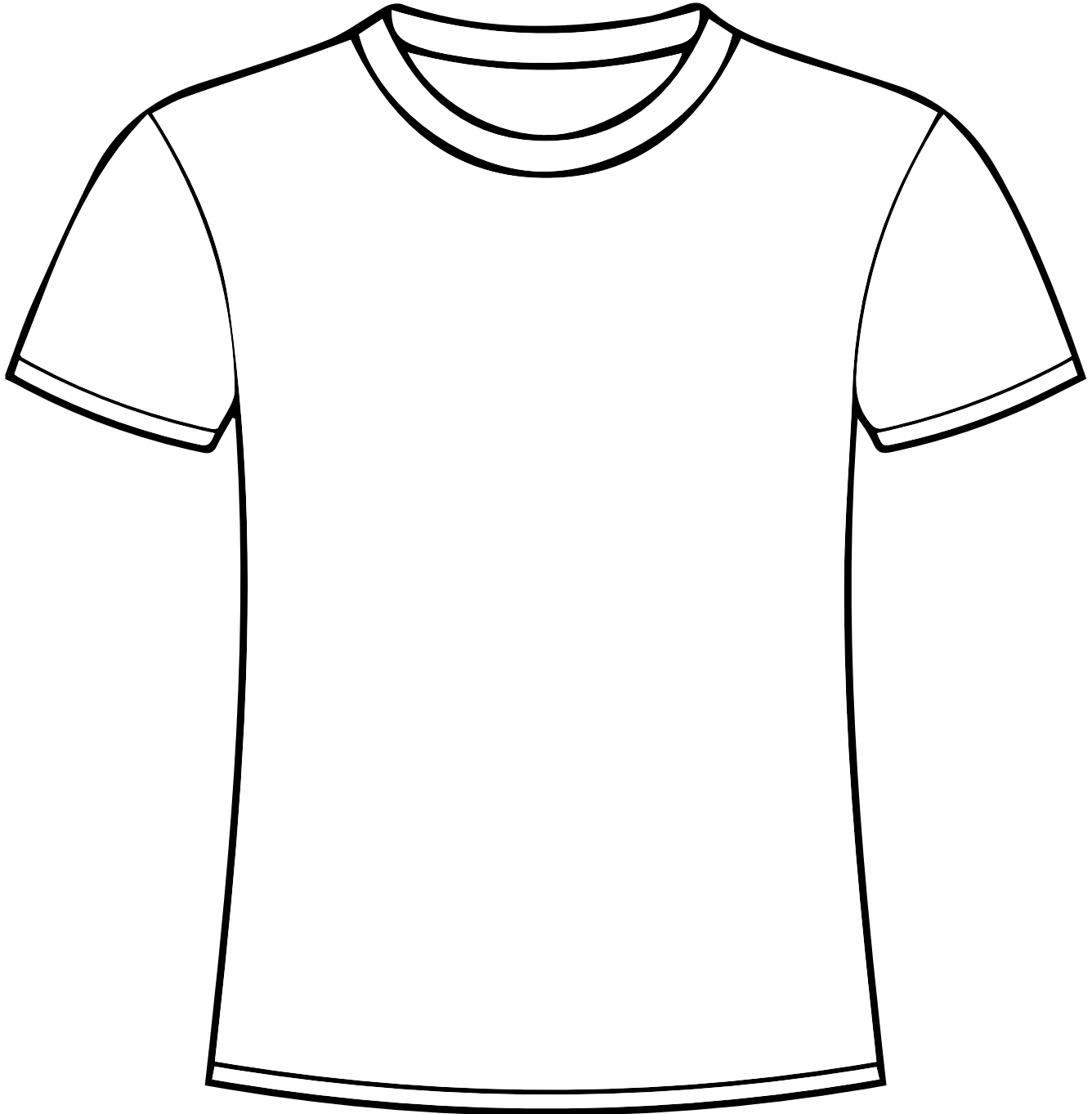
Research THREE online t-shirt companies that can print your t-shirt design. At each company, determine the cost per t-shirt dependent the variables in the table.

	Company 1:	Company 2:	Company 3:
Cost of 1 WHITE t-shirt with ALL details (multiple colors, images)			
Cost of 1 WHITE t-shirt Black and White			
Cost of 25 WHITE t-shirts With ALL details (multiple colors, images)			
Cost of 25 WHITE t-shirts Black and White			
Cost of 1 NON-WHITE t-shirt with ALL details			
Cost of 1 NON-WHITE t-shirt Black and White			
Cost of 25 NON-WHITE t-shirts With ALL details			
Cost of 25 NON-WHITE t-shirts Black and White			



My T-Shirt Design

Name _____ Date _____ Class Period _____





My T-Shirt Design

Name _____ Date _____ Class Period _____

