**Entrepreneurial Presentation Assignment**

This assignment requires you to imagine yourself as an entrepreneur in the most realistic way possible.

Your presentation needs to address the following points:

1. What sort of business might you like to operate? Consider your interests and talents. How is this the right type of business for you? What makes you qualified for it?
2. What sort of services/goods would your dream business provide?  How would geography (location of business) provide for it? What resources do you need (Be sure to list all 4 types) and where would you get the resources you need?
3. Would you sell mass produced or hand made products. Why? Would you provide services such as car repairs? What types of people would you employ/any? Why or why not? Will they be skilled or unskilled workers?
4. What are the characteristics (e.g.. age, gender, income) and preferences of your potential customers? How does your product/service appeal to these people?
5. How would you advertise and distribute products or services in your own business? Create an Ad for your product; it can be anything from a simple slogan to a paper ad. Explain in detail how this Ad will convince people to buy your product.

**Notes**

Questions 1-5 must be answered using power point or some other presentation software with a minimum of two slides per a question.

You are basically trying to convince the class to invest in your product/company/idea.

Your presentation will be assessed on the following.

* 1. Your answers are realistic and well thought out.
  2. Your slides are clear, attractive to look at and your language polished.
  3. Your answers are creative and well developed.

*You can work independently or groups of 2.*

*Presentations will be on Monday December 12th.*

*This presentation is worth 30 marks. This should be submitted to Turnitin. Rubric will be on Wiki*