



## Activity 14: Description of Your Business Concept

Name: \_\_\_\_\_ Class \_\_\_\_\_ Date: \_\_\_\_\_

For this activity, you will need the letter you wrote in Activity 12. Find that letter now and study it carefully, looking for ways you might need to improve your business concept. Then print out the worksheet provided below and use it to help you shape and “hone” your business concept. If you are taking this course for a grade or for credit, you will turn in this assignment to your advisor or teacher. Be sure to keep a copy of this worksheet for yourself, so you can refer to it in coming lessons.

1. In the table below, list all the products and/or services your company will be selling. Beside each product/service, describe its unique selling point (what makes it uniquely different or better than others on the market).

Product or Service	Unique Selling Point (USP)

2. Do you feel your products and/or services are unique enough to cause customers to buy from you instead of your competitors? Why? 3. What is going to be better (or different) about the way you package or deliver your products/services to customers? Explain your answer.

4. What is unique about the way you plan to advertise or market your business? What will make customers remember you?

(This is a fill-in PDF form. You may type your answers into the blanks, then print. Or you may print the form and fill it in by hand. For course credit, submit the form to your teacher.)

5. Do you feel that your business concept is strong enough to help you achieve significant market penetration? Explain why.

6. What are some ways you still need to improve your business concept? What do you feel is lacking and how will you correct it?

7. Imagine that a customer is standing in front of you. Write a 30-second introduction that tells the customer about your business, what makes it unique, and why he/she should buy from you.

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