**BUTCHER, BAKER, CANDLESTICK MAKER**

**ENTREPRENEURIAL PROJECT**

**STUDENT PACKET**

The following forms must be completed by each student/team and submitted to the Murray State University Center for Economic Education (mail or electronic) by: **March 28, 2014**

**Form 9-3**

**Job Application**

(All students must complete a job application.)

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

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail Address \_\_\_\_\_\_\_\_\_\_\_\_\_

Job Title you are applying for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(If you are sole proprietor, write NA. Other examples – salesman, repairman, cook, & etc.)

List your qualifications for this job: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why do you want this job? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List other jobs that you have had. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List two other jobs you would accept if this one is not available.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I agree that the information is true.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_

Signature

# Form 9-4

**Business Resume**

(All students must complete a resume.)

The resume is a brief summary of the objectives, abilities, accomplishments, and interests of a person seeking employment. Write your resume on another sheet of paper using the

style below.

Your Name

Street Address, City, State, Zip Code

Phone Number Fax E-mail Address

Career Objective: (What position are you seeking? What company?)

Education: (Describe the education that you have received.)

Work Experience: (Describe any job that you have had.)

Special Skills: (Describe your skills that would make you good at this job.)

Interest and Hobbies:

References: (Give names, addresses, and phone numbers of three people who would

recommend you for this job.)

**Form 9-5**

**Business Plan**

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

**I. Basic Information**

Name of Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address of Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Board Members of Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Names of students in group)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Goals of Company\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Mission Statement) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**II. Description of the Business**

What will be produced? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe how the company will produce the product. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name the natural, capital, and human resources needed and cost of each.

(Complete Form 9-6)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What will it cost to produce each product?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Who will consume the product? (Complete Forms 9-8, 9-9, & 9-10 )

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many goods/services will be produced \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What would be the best price to sell your product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**III. Description of Business Personnel**

Name the titles of the employees and the qualifications. Then write the salary for each employee. You may express it in percentage of total profit. Don’t forget the president’s salary. Be sure you do not exceed 100% of expected profit. (If more space is needed, write on another paper) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**IV. Financial Information:**

Expense of Starting Business\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Complete forms 9-6 & 9-12)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Method Used to Finance Company: (Sole proprietorship or Partnership) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(If partnership, complete Form 9-1)

Does this business have a franchise? \_\_\_\_\_\_\_\_\_\_ If so, how much will you pay the

parent company? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe how the money will be raised to start the business.

(Complete Form 9-11, if money is borrowed.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_\_\_

( \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Projected Profit: (How much profit do you think you will make?) (Use Form 9-13)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**V. Description of Market Plan:** (List ways the company will persuade people to buy

the product, including ways the company will advertise. (Complete Form 9-7)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Form 9-6**

**Productive Resources and Cost**

|  |  |  |  |
| --- | --- | --- | --- |
| Productive **Resources** | Quantity (How many?) | Cost per unit | Total Cost Quantity X Unit Cost |
| Natural Resources (Land) |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Labor Resources (Human) |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Capital Resources (Man-Made) |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  | **Total** |  |

**Form 9-7**

**Marketing – Advertising**

**Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Good or Service** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Partner’s Name(s)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

(If corporation, name only Marketing Committee )

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Business Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Did you include the following information or techniques in your advertisements?**

Item Yes No

Business Name \_\_\_\_ \_\_\_\_\_

Address of Business \_\_\_\_ \_\_\_\_\_

Name of Product \_\_\_\_ \_\_\_\_\_

Price of Product \_\_\_\_ \_\_\_\_\_

Persuasive advertising \_\_\_\_ \_\_\_\_\_

Bright Colors (on signs & posters) \_\_\_\_ \_\_\_\_\_

Bold Letters (on signs & posters) \_\_\_\_\_ \_\_\_\_\_\_

Pictures (Drawing/Photographs) \_\_\_\_ \_\_\_\_\_

Word of Mouth \_\_\_\_ \_\_\_\_\_

Jingle or Rap \_\_\_\_ \_\_\_\_\_

“Catchy Phrases \_\_\_\_ \_\_\_\_\_

Health or Beauty Focus \_\_\_\_ \_\_\_\_\_

Famous names (celebrities) in advertisement \_\_\_\_ \_\_\_\_\_

Honest (Not misleading) \_\_\_\_ \_\_\_\_\_

Written Newspaper advertisement (School News) \_\_\_\_ \_\_\_\_\_

Prepared Television or Radio Ad \_\_\_\_ \_\_\_\_\_

Signs/posters \_\_\_\_ \_\_\_\_\_

Banner \_\_\_\_ \_\_\_\_\_

Business Cards and/or Brochures \_\_\_\_ \_\_\_\_\_

**What is your business slogan?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Projected cost of advertising (include cost of all resources). This information should be on your production cost form (9-6 Production Cost). Don’t forget human resources! \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attach examples of advertisement to this form.**

**FORM 9-8**

**Market Survey Data Collection Form**

(Be sure you know the cost of your product before you gather this information?)

I am conducting a market survey to gather information about a product that I am producing and plan to sell. Would you please provide me with some information?

How many \_\_\_\_\_\_\_\_\_\_\_\_ would you buy for the price of \_\_\_\_\_\_\_\_\_\_\_?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Price | Class  One | Class Two | Class Three | Class Four | Class Five | Class Six | Class Seven | Class Eight | Class Nine | Total |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |

**Bs sure you know the cost of your produce before you gather this information. You want to make a profit.**

**Teachers:**

**You may chose to use another Market Survey.**

**FORM 9-9**

**Market Survey Summary**

1. In the blanks below put the total number of products that the consumers would buy at each price. To compute the third column, multiply the first two columns.

|  |  |  |
| --- | --- | --- |
| **Price** | **Total Number Consumers Would Buy** | **Amount That Would Be**  **Earned (Sales Revenue)** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. At what price would the company earn the most? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

At that price how many products would be sold? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What amount would be earned? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Can my company make this product in the time we have for our business project?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If not, how many products should we make? \_\_\_\_\_\_\_\_\_\_\_\_\_

At what price should the company sell them? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What amount would our company earn? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**FORM 9-10**

**Graphing Market Survey Results**

**On the grid below, graph the results of your market survey. Use the prices and product totals that you put on the Market Survey Summary Sheet.**

**Price (Up and down)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

**Total Number Consumers Would Buy**

**(Across the Bottom)**

1. **At what price will the company sell the most products? \_\_\_\_\_\_\_\_\_**
2. **At what price will the company sell the fewest products? \_\_\_\_\_\_\_\_**
3. **What pattern do you see on the graph? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
4. **Where did the lines intersect? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The **equilibrium price** (also known as the **market clearing price**) is the point on the graph where the consumers are willing to pay the price that the producer is willing to sell the product. Would this be a good price to charge for your product? \_\_\_\_\_\_\_\_

Explain your answer.

**Form 9-13**

**Projected Sales Revenue**

***\*Use this form if you did NOT have the opportunity to make actual sales***

***\*\*If you use this form then you do NOT have to do Form 9-14***

|  |  |  |  |
| --- | --- | --- | --- |
| **Items** | **Price per unit** | **Quantity Sold**  **(May project)** | Sales Revenue (Price X Quantity) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Form 9-14**

**Sales Revenue**

***\*Use this form if you made actual sales***

***\*\*If you use this form then you do NOT have to do Form 9-13***

|  |  |  |  |
| --- | --- | --- | --- |
| **Items** | **Price per unit** | **Quantity Sold**  **(May project)** | Sales Revenue (Price X Quantity) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Form 9-15**

**Profit Worksheet**

**(For Sole Proprietorship and Partnerships)**

**Total Sales Revenue (from Form 9- 8 or 9-9**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Minus Production Cost (Form 9 - 6) -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(Reminder: Include all human resources)**

**Minus Interest from Loan and Loan**

**(If you did not take out a loan, put 0.) -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Profit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**If you did not make a profit, stop here!**

**If you made a profit, continue:**

**Minus Rental Fee - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(Multiply your profit X 0.10, and**

**subtract from profit.)**

**Final Profit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Your Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Business Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**





2014 ENTREPRENEURIAL FAIR

**MURRAY STATE UNIVERSITY**

**Center for Economic Education**

**Where:** Caldwell County Cooperative Extension

1025 U. S. Hwy. 62W

Princeton, KY 42445

**When:** April 11, 2014 (10:30 am – 1:30 pm)

**Who:** Students in Grades 4 – 6 in Western Kentucky

**Murray State Entrepreneurial Fair Prizes**

**Student Pre-Application**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Grade \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provide a brief description of your business plan. (If you change plans, let your teacher know.) (50 words or less). \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Advisor/Teacher Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Advisor/Teacher – Please collect the students’ **Pre-Application Forms** and give to the teacher or Fair Coordinator at your school.

**Needed Information**

**Send the following information concerning the MSU Entrepreneurial Fair to**

**Todd Broker by mail or electronically by March 28, 2014**

*Mail*: Attn: Todd Broker

Murray State University

307 Business Building

Murray, KY 42071

*Email*: [**msu.econed@murraystate.edu**](mailto:msu.econed@murraystate.edu)

**Name of school that will participate in the Murray State Entrepreneurial Fair**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address of School \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone Number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Grade levels that will participate in Fair\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Estimated number of students that will participate\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name of Fair Coordinator \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**E-mail address of Coordinator \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Principal’s Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**This information will let us know the approximate number of schools and students**

**Participating in the MSU Entrepreneurial Fair.**



**Student Application**

2014 ENTREPRENEURIAL FAIR

**MURRAY STATE UNIVERSITY**

**Center for Economic Education**

**Where:** Caldwell County Cooperative Extension

1025 U. S. Hwy. 62W

Princeton, KY 42445

**When:** April 11, 2014

**Who:** Students in Grades 4 – 6 in Western Kentucky

**Please type or print legibly the information requested below:**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Grade\_\_\_\_\_\_\_\_\_

Name of Business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Check Category: \_\_\_\_ Proprietorship \_\_\_\_ Partnership

Does your business have a franchise? \_\_\_\_ Yes \_\_\_\_ No

Partner’s Name(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A table will be provided for your display. You must supply all other supplies and equipment. Do you need electricity? \_\_\_ Yes \_\_\_No

**I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, affirm that this project is my original work.**

**(Student Signature)**

Teacher/Advisor Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Principal’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The following forms can be used by the student to prepare for interacting with the judges at the actual Entrepreneurial Fair (i.e. presentation) on April 11, 2014**

**The following forms DO NOT have to be completed and turned in.**



Spring 2014

Murray State University Center for Economic Education

Entrepreneurial Fair Competition

Grades 4 -12

***Judges Scoring Sheet***

## Judge Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contestant Number: \_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Items to Evaluate** | Below **Average** | **Average** | **Good** | **Excellent** | **Category**  **Overall Score** |
| **DISPLAY PRESENTATION:** | **0** | **1** | **2** | **3** |  |
| * **Appearance & Effectiveness of Display** |  |  |  |  |  |
| * **Presentation of Product Packaging** |  |  |  |  |  |
| * **Student Monitoring of Display** |  |  |  |  |  |
| * **Organizational Skills** |  |  |  |  |  |
| * **Use of Technology** |  |  |  |  |  |
| **ORAL PRESENTATION** | **0** | **1** | **2** | **3** |  |
| * **Presentation Skills** |  |  |  |  |  |
| * **Correct Usage of Economic Terms** |  |  |  |  |  |
| * **Effectiveness of Presenting Product** |  |  |  |  |  |
| * **Response to Judges’ Questions** |  |  |  |  |  |
| * **Students Exhibit Confidence** |  |  |  |  |  |
| **WRITTEN FORMS** | **0** | **1** | **2** | **3** |  |
| **Resume and Application (All Students)**  **(Forms 9-2 & 9-3)** |  |  |  |  |  |
| * **\*Business Plan (9-4) with Partnership Form(9-1), Loan and Rent Applications,(Forms 9-10 &11) if used in plan** |  |  |  |  |  |
| * **\*Resource and Cost Form (9-5)\*** |  |  |  |  |  |
| * **\*Market Survey with Graph\***   **(Forms 9-7, 9-8, & 9-9)** |  |  |  |  |  |
| * **\*Marketing-Advertising Form (9-6) and samples of Advertisements\*** |  |  |  |  |  |
| * **\*Projected or Actual Profit Forms**   **(Forms 9-12 9-13, & 9-14)** |  |  |  |  |  |
| **\* One Per Business**  **TOTAL POINTS** | | | | |  |



Spring 2014

Murray State University Center for Economic Education

Entrepreneurial Fair Competition

Grades 4 -12

***Questions for Judges***

1. Why do you want to be an entrepreneur?

2. What are your qualifications for operating this business?

3. Does your business sell a good or service? Describe the good or service.

4. Who will be your consumers?

5. How did you decide to sell this produce?

6. What are your responsibilities for this business?

7. How did you finance the start of your business?

8. What resources do you need to operate this business? (Which resources are

natural, human, and capital?

9. What is the cost of the resources for your business? Per product or service?

10. How did you decide the price to charge for your product or service?

11. How much revenue did you take in? Or, what is your projected revenue?”

12. How much profit did you make? Or, how much profit do you project to make?

13. How have you advertised your business? Or, describe your marketing plan.

14. Do you want to become an entrepreneur when you are an adult? Why?

15. What did you enjoy the most about being an entrepreneur?

16. What did you enjoy the least about being an entrepreneur?