

# BEYOND THE LEMONADE STAND



Do you ever think about creating your own business? How would you like to be a successful entrepreneur doing what you like? In a recent Time For Kids article, we read about how some kids have created successful businesses of their own and thought it might be fun to run our own business. Think about what type of business you would create, then complete the form below.

1. List three skills that you have \_\_\_\_\_  
\_\_\_\_\_
2. Name two of your interests \_\_\_\_\_
3. Based upon your skills and interests, what kind of business could you start? \_\_\_\_\_  
\_\_\_\_\_
4. What need(s) does your business meet, or what service does it provide? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Explain why people would want to buy your product or service. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. On the back of this paper, list the materials that you will need to start your business and the price each item might cost.
7. How will you attract customers? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. What is the name of your business? \_\_\_\_\_  
\_\_\_\_\_
9. Write a slogan or catchy phrase for your business to encourage others to buy your product or service. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
10. On a separate sheet of paper design a logo, or symbol to help your customers identify your business. You could even design a business card using a 3 X 5 card.

Want to learn more about student entrepreneurs, check out:

<http://studentcenter.ja.org/> or

<http://www.nfte.com/>