

Wednesday, May 20, 2009

Dear Parents,

We have just completed the project **TechnoVenture**. In this project, students became entrepreneurs who were interested in starting their own business venture. Students developed a business plan, which included a strategy for managing human resources, production, marketing, and finances. Upon completion they reviewed the idea to determine if it was viable.



Specifically, they completed the following assignments:



Project Assignments

- formulate a business idea
- create an organization chart of the company structure
- develop a unique product line to sell at the business
- conduct primary research to learn about the target customer
- research competitors and then summarize their strengths and weakness in a chart
- create a marketing plan that includes advertising, promotions, and public relation events
- list various methods of distribution appropriate for the retail operation
- strategically set a price point for each item in the product line
- calculate start-up costs
- determine possible sources of funds to raise money to start the business
- generate a cash flow forecast that estimates sales, cash disbursements, and net cash

Students acquired and enhanced the following technical skills:



Technical Skills

- apply heading styles to keep formatting consistent throughout a document
- calculate using formulas and the *AutoSum* feature
- change the page layout of a section from portrait to landscape
- create a table to organize information that includes row and column headings
- develop an electronic questionnaire using fields for data entry
- divide a document into sections
- edit clip art by using the tools available on the Drawing toolbar to develop a product line
- edit the contents of document using the *Spelling and Grammar* tool
- format the appearance of text using styles, fonts, bullets, and alignment options
- generate a table of contents that updates entries and page numbers automatically
- insert a Microsoft Excel worksheet into a Microsoft Word document
- make an organization chart to display the company structure
- view a document in various magnifications and in the Print Preview window

We look forward to advancing these skills in the upcoming project **TechnoBlank**.

Name of Teacher