

# LESSON 10

## BUSINESS DEVELOPMENT #2

### Today's Objectives:

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- ✓ Summarize and present your real food business plan.

### Today's Date:

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- ✓ Pivot, or adjust, your business plan based on feedback from your peers.

### Bell Ringer:

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How did your case study influence or inspire your real food business plan?

### Step 1:

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You have designed most of the elements of your real food business, but are you ready to sell your product or service?

Create a presentation on easel paper and gather peer feedback. On your easel paper, include:

1. Name of your business
2. Description of your business
3. The direct connection to your Learning Garden
4. Your target market
5. Your unit of sale
6. Your total fixed expenses
7. Your total variable expenses
8. How much you will sell your product or services for

**Note: The next page is a blank page for planning purposes.**

## PLANNING PAGE

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for users to write or draw their business plan.

## Step 2:

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Present your group's plan and gather feedback. Record the feedback below.

