

BIZWORLD™

Version 3.0

Company Name _____

Company Packet

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Job Cards - front side of cards

(print team name)

PRESIDENT

"Be reasonable"

(print team name)

**VICE PRESIDENT
OF FINANCE**

"Low cost, high price"

(print team name)

**VICE PRESIDENT
OF MARKETING**

"Make it look good"

(print team name)

**VICE PRESIDENT
OF DESIGN**

"If you build it, they will come"

(print team name)

**VICE PRESIDENT
OF SALES**

"Sell, sell, sell"

(print team name)

**VICE PRESIDENT OF
MANUFACTURING**

"Just make 'em and ship 'em out"

PRESIDENT

- Oversees the smooth operation of the business.
- Wants the company to work.
- Responsible for making sure everyone is on task.

VICE PRESIDENT OF FINANCE

- Responsible for the financial health of the company.
- Wants the company to make a lot of money on sales but doesn't want to spend a lot of money.
- Monitors all financial records.

VICE PRESIDENT OF MARKETING

- Responsible for getting the most value for the product.
- Wants to spend money to improve the company's image and reputation.
- Oversees the development of the advertising campaign.

VICE PRESIDENT OF DESIGN

- Responsible for the design of the product.
- Concerned with the quality of the product and how it looks.
- Directs the bracelet design and helps with quality control during manufacturing.

VICE PRESIDENT OF SALES

- Responsible for making customers happy so they will buy the product.
- Wants to sell as much of the product as possible.
- Responsible for developing the sales pitch.

VICE PRESIDENT OF MANUFACTURING

- Responsible for making sure the product can be made easily and cheaply.
- Sees that the manufacturing of the product is done efficiently and productively.



BUSINESS CONTRACT

As an employee of this company, I agree to perform all my job responsibilities, as explained to me and outlined by my teacher, to the best of my ability. I will consistently display conduct in a manner appropriate to business and hold myself in accordance with the expectations of this classroom.

As part of this company, I agree to:

- Cooperate and listen to the ideas and suggestions of my fellow employees.
- Participate as an active member of the company in the design, manufacturing, marketing, sale and tracking of finances.
- Keep a daily record of all company financial transactions.
- Work together as a team to maximize the efficiency and profitability of this company.

Signed this day by myself and the witnesses below:

President *Date*

Vice President of Sales *Date*

Vice President of Design *Date*

Vice President of Manufacturing *Date*

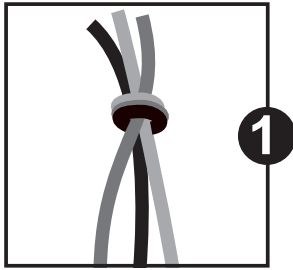
Vice President of Finance *Date*

Vice President of Marketing *Date*

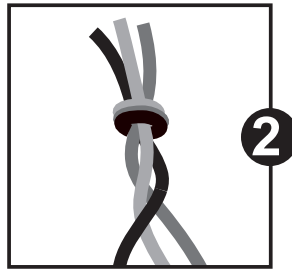
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HOW TO MAKE FRIENDSHIP BRACELETS

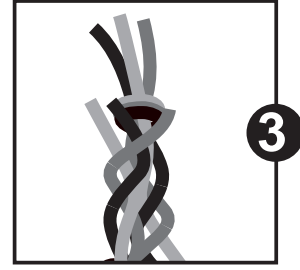
DOUBLE TWIST



You will need 3 to 6 threads, each about 28 inches long. Tie them in a knot, 4 inches from the top of the threads. Fasten them onto your work surface with tape just above the knot.

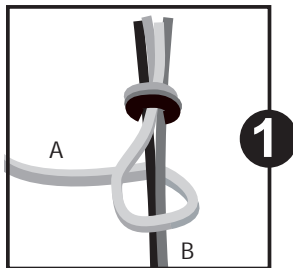


Hold the ends of the threads together and twist them together in the same direction until they feel tight. The threads will start to get shorter.

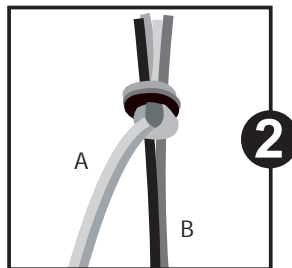


Pull the twisted length straight and place your finger in the center of it. Fold the twisted length in half, remove your finger and watch the threads twist together. Remove the tape and tie the free ends together with a knot.

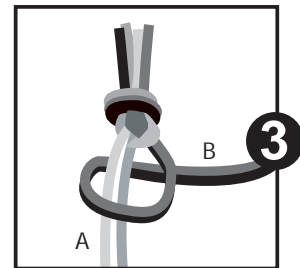
DOUBLE CHAIN KNOT



You will need 2 colors of 4 to 6 threads, each about 28 inches long. Tie them in a knot and fasten them onto your work surface with tape just above the knot. Separate the string into halves so you have two bundles, one of each color (A and B). Start with the bundle on the left - bundle A. Tie a single knot around bundle B.

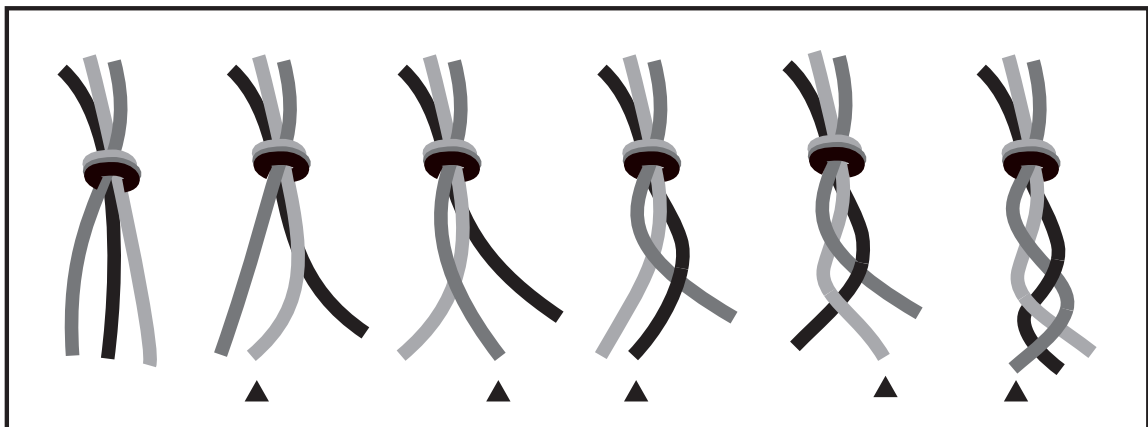


Hold bundle B straight and pull the knot tight. Bundle A will still be on the left.



Take bundle B and tie a single knot around bundle A. Hold bundle A straight and pull the knot tight. Bundle B will still be on the right. Repeat steps until you get the required length, then gather the strings and tie a knot to secure the bracelet.

CLASSIC BRAID



(1) Cut three strings (or six strings if you want to braid in pairs of strings) about twice as long as you want your final bracelet to be. Tie a knot in your strings about 1 1/2 inches from the top and tape the knotted end to the table. (2) Pull the right string to the left across the middle string. (3) Pull the left string to the right across the middle string. Alternately cross the outside strings over the center string until all the string has been braided. Gather strings and tie them in a knot to finish.

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DESIGN PATENT APPLICATION

Company Name _____ Date _____

Product Type _____

NOTE: A patent is only as good as the description and illustration provided.

Provide a detailed description of the product design that includes the following:

COLOR(s): Identify the exact combination and ratio of colors for which you are applying to patent. [Example: Colors - red, white, blue; Ratio - 2:1:1]

WEAVE: Identify and describe the specific weave used in your design. [Example: double twist, chain knot, or classic braid]

ILLUSTRATION: Draw a detailed picture of your design in the space below.

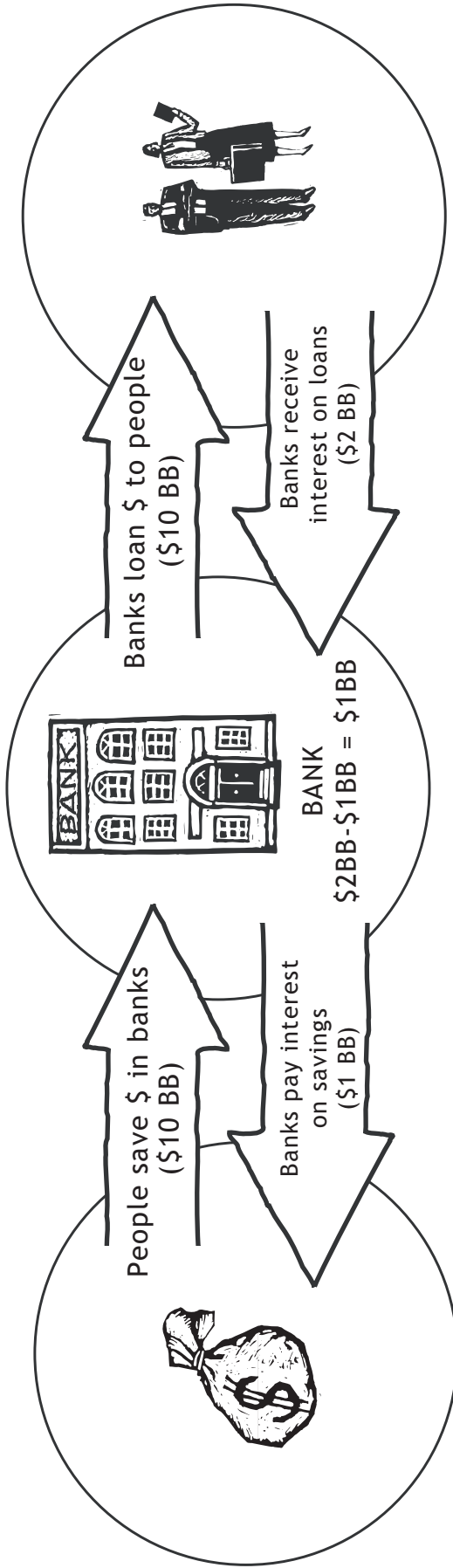
Application fee: \$5 BB

Approved by: _____

(To be signed by the instructor if this application is accepted)

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HOW A BANK MAKES MONEY



| | | | | |
|-------------------------------|----------|-------------------------------------|----------|-------------------------|
| REVENUE | - | EXPENSES | = | PROFIT (or loss) |
| Interest received on the loan | | Interest paid to the account holder | | |
| \$2 BB | - | \$1 BB | = | \$1 BB (PROFIT) |

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VENTURE CAPITALIST VS. BANK

| Venture Capitalist vs. Bank | Receives ownership in your company | Charges your company interest on the money | Requires your company to repay the money | Is paid only if your company profits | Has an interest in the long term success of your company | Functions as a partner in your company |
|------------------------------------|------------------------------------|--|--|--------------------------------------|--|--|
| Venture Capitalist | | | | | | |
| Bank (loan) | | | | | | |



CREATING A MARKETING CAMPAIGN

Your company will need to create marketing tools to distinguish your product from other similar products on the market. Your marketing campaign will include a company logo, slogan, print advertisement, and a 30-60 second commercial. Your company will present this poster advertisement and commercial to shoppers before they begin to shop.

Company Slogan and Logo

Slogans and logos are catchy. They make you immediately think of the company or product they represent. All employees should be involved in finalizing what your company slogan and logo will be. These should appear on your poster advertisement and in your commercial.

Print Advertisement

You will also communicate your marketing message through a print advertisement. Many times, print advertisements (i.e. billboards, magazine ad) are read at a glance. They must quickly convey important information about your product. Be sure to include your slogan and logo.

Commercial (30-60 Second)

Companies use various techniques in commercials to communicate their message. Some commercials simply show off the features of a product. Others use humor to get shoppers' attention. Develop a 30-60 second commercial that will tie into the message on your poster. This can be a TV or radio style commercial, skit or song/jingle.

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SALES BAZAAR WORKSHEET



Today you will have the opportunity to sell your product(s) at a Sales Bazaar. How many products and how much money do you anticipate making today?

Before we begin setting up your storefronts, you will need to count and record your total BizBucks "Before the Sales Bazaar" on line 57b. below. Double check this count and confirm it with your company's Vice President of Finance.

**57a. Total BizBucks AFTER
the Sales Bazaar:** _____

**57b. Total BizBucks BEFORE
the Sales Bazaar:** = _____

**57. Total Revenue from
the Sales Bazaar** =