Entrepreneurship

Oct. 18th & 22nd

Today is the first official day of starting your business plan. Between today and the end of class on Monday you need to create four essential items that give your company an image.

1. Create the company name – choose something meaningful, relevant, and memorable. Make sure you’re confident with your decision before moving on to the next steps. In fact, I encourage you to create a few company names, and survey your classmates on which name they like best. After all, they might be your potential customers.
2. Design a logo – this must be your original work. Ideally, you should create it digitally. Use graphic design programs like Publisher, Paint, or Photoshop. You may not use any portion of any image that you did not create, unless you get permission from the original creator, period.
3. Develop a company slogan – check out this short, very short, article for inspiration <http://www.entrepreneur.com/article/78934> .
4. Write a company mission statement –essentially, a mission statement gives us a clear description of why a company exists. You should have done this already in an earlier assignment. Take this time to perfect your mission statement. Search for some of you favorite companies’ mission statements. Use the research as a tool to write your company’s mission. This article may help too <http://www.entrepreneur.com/article/65230>

All four assignments should be saved in your H:Drive. I will check them next week for grades.