

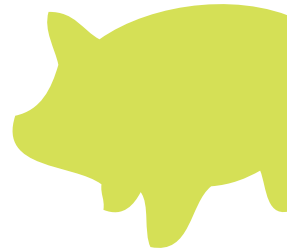


piggy bank hunt

Episode #405, Crash Course On Starting a Business

So you've got an idea – now what? Check out this quick, but comprehensive course on business basics. You'll learn how to refine your ideas, make a business plan, identify funding sources, find a market, and of course, sell your service or product. Find out how two teen girls developed a \$2 million business out of magnetic bottle caps.

Visit <http://bizkids.com/episode/crash-course-on-starting-a-business> watch the video clips and then correctly answer the following questions while watching the videos.



Video Clip: Young Entrepreneur – Bragg's Fine Swine

Question: According to Joe, what is "marketing?"

Answer: _____.

Question: What two marketing strategies has Joe used successfully to grow awareness about his business?

Answer: _____.

Video Clip: Young Entrepreneurs – Snap Caps

Question: Maddie started selling her Snap Caps at one store. About how many stores carry Snap Caps now?

Answer: _____.

Question: What role does Maddie's younger sister play within the company?

Answer: _____.



Video Clip: BK Hosts - Marketing

Question: What examples did Austin give as potential “target markets” for a product?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



With the help of his father, Joe writes advertisements for the local penny-saver newspaper to help promote his pig business.

Directions:

- Now it's your turn to create a slogan for an advertisement of Bragg's Fine Swine!
- Get creative! The slogan can be handwritten or computer-processed.



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