

ENTREPRENEURSHIP

Final Essay

Name: _____
 Date: _____ Per. _____
 Points: _____ / 20

Objective: This assignment requires that you demonstrate your understanding of owning a successful small business. This is a *formal* writing of at least 300 words. Staple this sheet on top of any supporting documents and hand it into the instructor. The documents will be graded according to the 6+1 trait writing rubric for Ideas and Content and Organization.

Your aunt has come to you expressing interest in fulfilling her life long dream of opening up her own restaurant. You know that the average profit margin of a restaurant is very low. You also know that 25% of small businesses fail in the first two years; 67% fail within the first six years. Your aunt does not have much business experience but knows of your enrollment in an Entrepreneurship class. She has asked for your advice in setting up her business. How will she pay for her business? What can she do to increase her success?

From everything you have learned give her 3 pieces of key advice. She is not familiar with the documents or tasks you have used in class so if you reference anything you will need to briefly *explain* them to her and **why** they are useful. Possible items may include a business plan, product selection, start-up costs, marketing, financial analysis, and funding. Include any piece of advice you think valuable.

Organization	_____ / 5	_____ / 10
Ideas and Content	_____ / 5	_____ / 10
Total		_____ / 20