BTT1O Culminating

# Portfolio

For your culminating assignment you are to create a portfolio that showcases what you have learned throughout the semester.

You will need to create advertising and business communication pieces for a business that you wish to start.

FIRSTLY – Think of a business that you would like to open (restaurant, garage, pet grooming etc)

For this business you will need to create the following:

* A Smart Art Graphic that outlines your entrepreneurial skills
* A Presentation that explains WHAT your business is and how it meets a consumer NEED as well as a description of your target Market and your MISSION STATEMENT
* Business proposal letter to bank for financing
* Spreadsheet of start-up budget (costs, income projections)
* Graph to demonstrate data in spreadsheet
* Business card
* Logo
* Website
* Flyer to advertise your grand opening
* Brochure to inform people of your business
* Social Media – Formal paragraph explaining why social media is important to your business

Use the following check list and rubrics to help you complete each task

**Smart Art Graphic**

|  |  |
| --- | --- |
| -Created in MSWord  -demonstrate knowledge of entrepreneurial skills  -understand what skill you have and what skills you need to develop  -explain how / why you need them to open your business |  |

**Presentation**

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| --- | --- |
| -Created using MS Powerpoint, Sway, Google Slides or Prezi  -explain what your business is  -explain your choices for your logo design and colours  -explain how it meets a need in the market  -describe your target market  -follow presentation format tips (font, colour, graphics, tone, animations etc)  -a mission statement and vision (reason for existence /purpose ) |  |

**Business Letter**

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| --- | --- |
| -Three paragraphs (business idea and info/proposal, how they can help, request a follow up or meeting and your contact info thanking reader)  -block format for a business letter  -spelling and grammar  -use of letterhead |  |

**Spreadsheet**

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| --- | --- |
| -start up budget and an estimated monthly budge  -costs (labour, site, hardware/materials needed)  -income (savings, bank loans, projected monthly debits and credits)  -use of formulas  -graph to represent data |  |

**Marketing Your Business**

Choose a colour scheme and font and stick to it for all of your promotional material.

|  |  |
| --- | --- |
| Business Card  -logo  -contact details (name, web, phone, email) |  |
| Logo  -creative logo for your company |  |
| Website  -use of weebly to create a site to provide information for customers (menu, vision/mission statement etc)  -have at least 3 tabs  -hyperlink  -video  -images |  |
| Flyer  -MSPublisher  -one page flyer to advertise a grand opening for your business  -name of business, logo, date and time of event for opening  -contact details |  |
| Brochure  MSPublisher  -provides information for consumers about your business (will vary based on your business)  -graphics, font, colour shceme, layout |  |
| Social Media  -Explain why social media is important to promote your business.  -Write a formal paragraph (topic sentence, minimum of 3 examples, concluding sentence)  -spelling and grammar will be assessed |  |