

## Task 3.1 Business Brainstorm

### Purpose

Entrepreneurs develop a business plan before starting their business. Business plans help a business set goals, understand the market, and obtain startup funds. The first part of a business plan is a detailed description of the business. Businesses answer questions starting with who, what, when, where, how, and when writing their description. The business description sets the tone for the business venture by defining the goals for the business, the specific product or service offered, and the logistics of the business.

What product or service does your community need? How will you meet that need with a cooperative business?

### Materials

#### Per team of three students:

- Computer with word processing software

#### Per student:

- Pencil
- *Task 3.1 Evaluation Rubric*

### Procedure

Your school district has approached the agriculture program with an opportunity to start a business. The district will not charge any fees for using school resources if the agricultural program uses a cooperative business model. This business opportunity has the potential to raise money for the agriculture program while supporting the local community.

#### Part One – Cooperative Approach

With your team, compare and contrast how your cooperative will be similar to and different than a traditional business model. Record your similarities and differences in the *Business Description Outline*.

#### Part Two – Business Description

Brainstorm and collaborate with your team to define your business using the following headings. Record your team's ideas on the *Business Description Outline*.

- **Business:** The name of your new business.
- **Product or service:** Describe the product or service the cooperative will provide to its members.
- **Resources:** School resources you will use for the business.
- **Goals:** Your goals for the business, including the time you think it will take to bring the plan to an operational business status. Include a short-term goal you plan to achieve in the first year and a long-term goal you plan to accomplish within three years.
- **Seven principles:** Explain how your cooperative will follow the seven guiding principles of a cooperative.
- **Market analysis:** Describe who will be interested in purchasing the product or service you plan to offer. Predict how many people in your local community might be interested in becoming a member and using the product or service. Use your team's analysis of survey data from *Task 2.3 Community Values* to support your reasoning.
- **Tools and Equipment:** List any tools and equipment necessary for the business that the school currently does not have.
- **Competition:** List existing businesses similar to yours in the community with whom you will be competing.

Work with your team to type a business description to turn in to your teacher. Type the business description following the expectations on *Task 3.1 Evaluation Rubric* and using the listed headers on the *Business Description Outline*.

## Conclusion

1. What is the first step for developing a business plan?
2. What is the purpose of a business plan?
3. What do you believe are the similarities and differences in starting a cooperative business versus other types of business models?

Name

# Business Description Outline

**Table 1. Comparison to Traditional Business**

Similarities	Differences

**Business:**

**Product or service:**

**Resources:**

**Goals:**

- Short term:
- Long term:

**Seven principles:**

- Voluntary membership
- Democratic control
- Member participation
- Autonomy and Independence
- Education and Training
- Cooperation amongst cooperatives
- Community

**Market analysis:**

**Tools and equipment:**

**Competition:**