



ENTREPRENEURSHIP PARTICIPATING-
INDEPENDENT WRITTEN EVENT



Lesson Plan Outline

MODULE 4: WHAT AM I SELLING?

DESCRIPTION

This module will provide you the tools to explain your proposed product or service.

OBJECTIVES

At the conclusion of this module the following objectives will be achieved:

- Students will explain their proposed product or service
- Students will identify vendors needed to support their business
- Students will make decisions for packaging their product or service

LENGTH

Two 90-minute blocks for advisors and students

OVERVIEW

This lesson is designed to introduce DECA advisors and students to understanding how to develop a product or service.

ADVISOR RESPONSIBILITIES

- Work with the local Office Depot representative to understand how Office Depot can support small business owners develop a packaging concept for their product or service.

OFFICE DEPOT REPRESENTATIVE RESPONSIBILITIES

- Visit the classroom to discuss how Office Depot can be a supplier for a small business owner.
 - What are the most frequently ordered items and why?
 - How can small business owners benefit from an established relationship with a vendor?
 - How often do different types of businesses order?

RESOURCES AND MATERIALS

- Module Four PowerPoint
- Computers for students
- DECA Guide
- http://www.deca.org/_docs/conferences-competitions/DECA_ENP_Guidelines.pdf
- Product Fact Sheet
- Proposed Vendor SmartArt Activity

INTRODUCTION

- Have each student explain what their business sells in 60 seconds or less. Discuss with students that a potential customer, investor or DECA judge needs to understand their product or service quickly—what choices can they make as an entrepreneur to make this a positive outcome?

INSTRUCTIONAL CONTENT

- See the Module Four PowerPoint: What am I Selling?
 - Explain the difference between a product and a service
 - Explain how vendors interact with small business owners
 - Explain the importance of packaging
 - Show “Bliss Salon Shops at Office Depot for Their Business Needs” clip (1:53)
<http://youtube.com/watch?feature=relmfu&v=JAO9unpNY3s>
 - Reference SmallBizHub Article “Physical Location and Furnishings”
<http://smallbizhub.com/component/k2/item/289-physical-location-and-furnishings?Itemid=648>

INSTRUCTIONAL ACTIVITIES

- Lesson Introduction
- Office Depot Guest Speaker
- Product Fact Sheet
- Proposed Vendor SmartArt Activity

ASSESSMENT AND FOLLOW-UP

- Have students interview potential vendors to identify real costs for their business that they can use to prepare their financial statements.
- Have students visit their Office Depot location to select supplies that they will need to launch their business and develop costs to use in their financial statements.

CONTENT BY SLIDE

Understanding Your Product

What does your company sell?

What product/service will put your company “on the map”?

How do you know your customers will buy your product?

Product Vocabulary

Product Mix: Combination of products a business sells

Features: Physical characteristics a product has

Benefits: What a customer is getting out of using your product/service

Product Vocabulary

Product Positioning: Creating a strong image in order to influence potential customers to distinguish your brand’s characteristics from your competition.

Mindshare: Awareness or popularity a certain product has

Packaging

Contains and protects the product until the consumer uses it

Cost effective, environmentally responsible, eye-catching and promote image of company/
brand