1. What is Your Business?

This is the first step to building your business—describing what it is and what it will offer. Think about what makes your business special and why people will want to buy from you.

What kind of business do you want to create?

(Is it a product-based business, service-based, or both?)

What will your business offer?

(Describe the main products or services your business will provide.)

What makes your business unique?

(Is there something special about your product or service that sets it apart from others? Think about what makes your business different or better.)

Business Name Ideas:

Your business name is one of the first things people will notice. It should be catchy, memorable, and reflect what your business is all about.

Brainstorm at least 3 business name ideas:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What makes each name a good fit for your business?

Designing a Logo:

Your logo is a visual symbol for your business. It should be simple but powerful, and it should represent your brand.

What symbols, colors, or images would represent your business?

Sketch your logo idea below:

Business Plan Summary:

Write a short description of your business, including the name, what it will offer, and why it’s unique. This is your chance to introduce your business idea in just a few sentences.

Reflection:

- Why did you choose this business idea?

- Which business name is your favorite and why?

- What message do you want your logo to send to your customers?