

Internet Activity Presentation Planner

Introduction to Business Chapter 6 Business Ownership and Operations

Types of Businesses

In Chapter 6, you learned about the different types of businesses. One of these types of businesses is a retailer. A retailer may be a service station, record store, or an auto dealer. Starbucks, for example, is a retailer with stores located worldwide. Find out more about the other types of businesses, choose a specific company, and identify which type of business it is. Produce and present a 10-minute talk outlining this business. State which type of business it is and highlight company operations, business facts, and whatever else you find interesting as you research.

Action Steps for Planning a Presentation

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

1. Build Background Knowledge

Did You Know?

[begin bulleted list]

Starbucks has over 7,300 locations around the world, making it one of the most globalized retailers in the world.

The retailer serves over 25 million customers each week.

Starbucks was founded in 1971 in Seattle, Washington.

The company received a World Summit Business Award for sustainable development.

In an effort to maintain an environmentally sensitive business, Starbucks has converted 20% of all its energy use to wind power.

Starbucks was among the first companies to offer health benefits and stock options to part-time employees.

Questions to Ponder

Think about these questions and apply them to your market research plan.

[begin bulleted list]

- What type of product does Starbucks offer its customers?
- Which wholesalers does Starbucks purchase their product from and how do negotiations take place?
- What type of markup is there when the product is sold to the consumer?
- What steps are taken by Starbucks to ensure that they are conducting a socially responsible business?
- What type of company organization does Starbucks implement?
- With many retail stores around the world, how has Starbucks been able to have cross-cultural business success?

Key Search Words

Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.

retailers, corporations, cross-cultural business success, wholesaler, consumer, social responsibility

Web Sites

2. Decide on Your Topic

Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose a subject that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.

Types of Businesses > Retailer > Starbucks > _____ >

Title: _____

Description: _____

Approval: _____ Date: _____

(Teacher's Signature)

3. Conduct Research

Maintain a Bibliography

In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.

Books

4. Write an Outline

Main Ideas and Details

Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.

I. Introduction

A. _____

B. _____

II. Main Idea

A. _____

B. _____

III. Main Idea

A. _____

B. _____

IV. Main Idea

A. _____

B. _____

V. Conclusion

A. _____

B. _____

5. Plan Visual Aids

Charts, Graphs, Photos, and Video Clips

Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.

Tips on Creating and Using Visual Aids

[begin bulleted list]

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

