

Activity 13

Writing a Résumé

It's not too soon to start thinking about your résumé. Preparing a résumé now may help you identify some of your strengths and weaknesses.

Part I Directions: Learn more about résumés by answering the following questions. Use the information on pages 164 and 165 of your text to guide you.

1. Why do you think employers are interested in an applicant's career objective?

2. If you were writing a résumé today, what would you put as your career objective?

3. Why do you think employers want to know about an applicant's skills and abilities?

4. What skills and abilities would you list on your résumé? _____

5. Why do you think employers want to know about an applicant's work experience?

6. What could you put under *Work Experience* on your résumé? _____

7. Why do you think employers want to know about an applicant's education?

8. What would you put under *Education* on your résumé? _____

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9. Why do you think employers are interested in an applicant's activities?

10. What activities would you list on your résumé? _____

11. Why do you think employers want applicants to give them the names of references?

12. Why is it better not to list the names of references on the actual résumé?

13. What kinds of people could you ask to be references? _____

Part II Directions: On a separate piece of paper, prepare a résumé using your answers to questions 1–13 to guide you. Follow the format of the résumé in your textbook. Then answer the questions.

14. Which parts of your résumé did you find easy to complete? _____

15. Which parts gave you difficulties? _____

16. What did you learn from doing this activity? _____

Activity 14

Be an Entrepreneur

With your teacher's permission, work with a group to start and run your own business. Decide on a product to create, and then advertise and sell it at school.

Part I Directions:

- With your group, brainstorm possible products to make and sell to students in your school. You can use one of the suggestions below, or choose something different. You will need to get advance permission from the school administration to sell your product at an approved place and time. Here are some ideas to consider:
 - Food products:** Work together to make cookies, brownies, popcorn, or punch to sell at lunch, in the lobby after school, or at athletic events.
 - Craft products:** Work together to create buttons, badges, ribbons, or banners to support a school team or club. Make beaded jewelry, bookmarks, greeting cards, or cookbooks.
- Divide into subcommittees to work on the following:

<p style="text-align: center;">Product Development</p> <p>List the materials needed to make the product you plan to sell. Find out the cost of each item. Figure how much it would cost to make your product in lots of 50, 100, and 150. Determine how much time it will take to make enough of your product to sell. How many people will you need to produce the product and when and where will they do this?</p>	<p style="text-align: center;">Advertising</p> <p>Decide what kind of advertising you will use. You might create posters, place an ad in the school newsletter, or use the school public address system. Use exciting, inviting phrases, slogans, and pictures. Figure out the cost of all advertising materials and how long it will take to prepare them.</p>
<p style="text-align: center;">Marketing</p> <p>Identify who your customers will be. Decide where and when you will sell the product. Plan how much you should make to meet the demands of your customers. Determine what price to charge, based on your costs, so that you will make a profit and will satisfy your customers without overcharging.</p>	<p style="text-align: center;">Sales</p> <p>Plan and design your sales location. Will you set up a booth or table in the school lobby? If so, determine what materials and how many sales clerks you will need for your sales establishment. How will you arrange work shifts or divide sales territories?</p>

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3. Once the subcommittees have drafted initial plans for their areas of responsibility, call a meeting of the entire company. Review the reports of all subcommittees. Working together, come up with a final plan to produce, market, and sell your product. Record your decisions in the spaces below.

Product Development

- Product to be produced: _____
- Materials needed: _____
- Cost of materials: _____
- Number of items to be made: _____
- Time needed to make the items: _____
- Number of people needed to make the items: _____

Marketing

- Target customers: _____
- Location for selling product: _____
- Date and time when product will be sold: _____
- Number of product to be sold: _____
- Price to be charged: _____

Advertising

- Types of ads to be used: _____
- Where the ads will be placed: _____
- Cost of creating advertising materials: _____
- Number of people needed to create the ads: _____
- Time needed to create the ads: _____

Sales

- Design of sales establishment: _____
- Materials needed: _____
- Number of sales clerks needed: _____
- Number of work shifts: _____

Activity 14 *continued*

Part II Directions:

4. Based on your final business plan, start production. Keep these important steps in mind:
 - Create a ledger sheet on which to list all expenses involved in product development, marketing, and advertising. Create a second ledger sheet to record all sales receipts.
 - Set a date for the opening of your company. Gather or create your company equipment, including a coffee can or cash box to keep your money secure.
 - Assign each group member a role, and create a schedule for making the product.
 - Begin your advertising campaign. Make sure that all posters and other advertising materials promote the product, announce the location and time of sales, and create a sense of anticipation and interest in your prospective customers.
 - Create the final plans and schedules for the work shifts of sales clerks.
5. Throughout the planning and development stage, hold regular meetings to check on the progress of your efforts. Lend a hand to any business partners who need extra help in their preparations.
6. Open your company for business! Keep records of sales, any customer comments, and all other aspects of your business. Based on your experiences with customers, think of ways to improve your sales operation. Remember to have fun, too!

Part III Directions:

7. Once your business venture is complete, hold a meeting to review the experience with all business partners. Evaluate the following:
 - What was your profit—the money you took in minus the cost of all materials and advertising?
 - Was your business as successful as you had hoped it would be?
 - Which parts ran smoothly?
 - Which parts were difficult?
 - What changes might you make in your business plan if you were to attempt such a venture again in the future?
8. Work together to combine everyone's comments and ideas into a written report.