
Unit 11 Entrepreneurship and Finance

Marketing Internship Project Worksheet

Directions One way to create an online business without buying anything is to participate in affiliate programs offered by other companies. Here is how it works. When customers select an item from your online business they are sent directly to the merchant that sells that product. If customers buy that item your company gets a commission. Your friends have told you that you have a knack for finding just the right gifts for every occasion. So, they have encouraged you to create an online gift business that targets parents, grandparents, aunts, uncles and other adults who find it difficult selecting gifts for teens. Find companies that offer affiliate programs for products that appeal to teens. Prepare a written and oral business plan to share with potential investors.

1. Visit a Web site that specializes in gifts for teens but does not handle inventory or the processing of that purchase. To determine if the site is an affiliate for the product's merchant, see where you are sent to purchase the product. If you are sent to the product's merchant, you have found an example of an affiliate program.
2. Once on the merchant's Web site, look for its affiliate program. Print a copy of it and summarize what you learned about your options and the commission rates offered to affiliates.
3. Design your own online business
 - a. Create a name for your proposed online business
 - b. Explain the type of online business you are proposing (Web site, blog, or newsletter).
 - c. Select a minimum of ten products from merchants that offer affiliate programs
 - d. Provide rationale to support your idea for the proposed business
4. Decide on the organization of the company and note the role you will play in its operation.
5. How will you promote your online business?
6. Calculate the revenue you expect to earn from affiliates' commissions.
7. Determine the initial costs and ongoing expenses for your online business and note when you think you will begin to show a profit.