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## Chapter 35 Developing a Business Plan

### Discovery Project Worksheet

**Directions** A business plan includes a business philosophy, which explores how the potential business owner thinks the business should be run and demonstrates an understanding of the business's role in the marketplace. Look through magazines, newspapers, and business publications to find advertisements for a variety of businesses. Choose an ad from two different types of businesses (for example, one that sells a product and one that sells a service) in which the business philosophy is clear. Answer the questions about each company, using only the information in the ads.

#### Advertisement #1

1. Describe the ad and the product or service.

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2. What is the role of this business in the marketplace?

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3. What does the business philosophy reveal about the company's attitude toward its customers?

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4. What does the business philosophy reveal about the company's attitude toward its employees?

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5. What does the business philosophy reveal about the company's attitude toward its competition?

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## **Chapter 35 Developing a Business Plan**

### **Discovery Project Worksheet *continued***

#### **Advertisement #2**

6. Describe the ad and the product or service.

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7. What is the role of this business in the marketplace?

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8. What does the business philosophy reveal about the company's attitude toward its customers?

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9. What does the business philosophy reveal about the company's attitude toward its employees?

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10. What does the business philosophy reveal about the company's attitude toward its competition?

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