**I’m Worth It**

Review the list of possible community jobs and businesses. Select one or create your own and design your business card. List your skills and positive work-ethic characteristics. Include a self-picture or a personalized logo that represents you.

**Community Jobs and Businesses**

- Lawn and garden service
- Childcare service
- Cleaning service
- Dog walker
- Running errands
- Store clerk
- Website designer
- Washing cars

**Talk About It ...**

Explain what it means to have a positive work ethic. Why is this important?

**The Customer Is Always Right**

Using the questions below as a guide, conduct market research in your community. Demonstrate the information you gather in a graph or give a presentation.

**Market research questions:**

- Who lives in my community? In the past week, what three things have I noticed about my neighbors or the community?
- What businesses currently operate in my community?
- What businesses are absent or needed?
- What businesses or products would people be interested in paying for?

**Just Checking ...**

What do you think is necessary to start a business?

What do you think is the meaning of the saying, "The customer is always right?"

**Talk About It ...**

What is an entrepreneur?

Share your ideas for a business. Discuss ways you can start your own.

Why is preparing accurate estimates so important to business owners?

**A Picture’s Worth a Thousand Words**

Developing a business plan helps entrepreneurs identify the products and services that meet their customers’ needs. Answer the following questions related to start-up costs and estimates. To learn how to color the picture, match the number in each answer to the color key.

**Color Key**

- Blue = 24
- Yellow = 12
- Green = 34
- Red = 10
- Pink = 6
- Black = 5
- Purple = 20

**A.** If Amelia hires three employees to join her lawn crew and pays each employee $4 per day for two days, what is Amelia’s cost?

**B.** You decide to advertise your new business using flyers and posters. You need 30 flyers. The flyers cost $0.10 each. The posters cost $3 each to make, and you need three of them. What is your advertising start-up cost?

**C.** Your neighbor wants to hire you for the week (5 days) to water his garden and asks you to give him an estimate. The job requires two people. Your friend will help, but he expects to make as much as you do which is $2 a day. The flowers require an organic plant food that costs $7 a box. You need two boxes for the week. What is the total amount of your estimate?

**D.** Your cake business is starting to take off. Currently, you charge $7 for a single-layer cake ($3 for the cake mix, $2 for frosting ingredients, $1 for kitchen usage costs, and $1 for your pay). The cost of the cake mix goes up to $4, and you need a $2 pay increase. What is the new price for a single-layer cake?

**E.** Your business needs more supplies. You need six pens at $0.50 each, a $3 pack of markers, and a $20 ink cartridge. Your bank account balance is $32. How much money is in your bank account after purchasing these supplies?

**F.** You want to buy a used scooter for $25. You earn $2.50 each time you care for your siblings. You plan to babysit twice a week for the next three months. How many weeks will it take you to earn enough money to buy the scooter?

**G.** Chris earns $15 each week mowing three lawns ($5 per lawn). He decides to expand his business to 10 lawns a week. How much can he pay an employee each week if he keeps $3 for each lawn he mows?