

## **JUNIOR: BUSINESS OWNER**

Hey Girl Scout! Do you have a passion for fashion? Are you kooky about cooking? Or maybe you're wild about animals? With this badge, you'll find out that it's possible to turn something you love into a successful business. When you have earned this badge, you will know the basic steps to plan and create a new business.

### **Step 1: Explore businesses you might like to start someday**

1. You are going to make a list of your top interests, and select one that you could imagine turning into a business. For example, animal lovers might think about working as a veterinarian, pet groomer, or dog trainer. Make a list of all the things you are passionate about.
2. Then brainstorm how you could take one of your passions and turn that into a business idea. Then think about if there are any businesses similar to your idea that you know of. If there are, think about what that business does, how it is run, and if you consider it successful. If you need help brainstorming, ask someone in your home to help.

Supplies:

1. Paper
2. Pencils/pens

### **Step 2: Learn the basics of running a business**

1. Now that you have picked what type of business you might like to start, let's learn about the basics of making that business run. Think about these important business skills. Talk to someone in your home about them. Think about what each of the skills mean, how someone can be good at these skills, and what education you need to be great at these skills.
  - a. Strategic Management: Creating a business and strategic plan for your business and making sure you keep to it.
  - b. Basic Accounting: Which records to keep, how to keep them and how to file them.
  - c. Financial Management: Where to find financing and how to manage it once you've sourced it.
  - d. People Management: Hiring your first employee and how to manage them.
  - e. Marketing: How to market your business through traditional channels, web and social media.
  - f. Sales: How to complete a sale and look after your customers.
  - g. Operations Management: Choosing and managing your suppliers.

Supplies: NONE

### **Step 3: Find out what kind of support is available for small-business owners**

1. A small business is a company that is independently owned and employs a small amount of people. Small businesses in the United States usually have less than 100 employees. Common small businesses include hairdressers, bakeries, car washes, some stores, and restaurants. Can you think of any small businesses in your community? Talk with someone in your home about small businesses that you interact with.
2. Keeping in mind what you learned about the key business skills, let's talk about who a small business owner would need to talk to and work with to make their business successful. Talk with someone in your home about this. Would a small business owner work with a bank? A marketing agency? Who else?

Supplies: NONE

**Step 4: Investigate what makes great customer service**

1. Keeping your customers happy and knowing what they need is important if you want to have a successful business. That's what good customer service is all about. Smart business owners plan the experience customers will have before they ever open their doors to the public. Talk with someone in your home and discuss good and bad customer service experiences that they or you have had. Then write a customer-service pledge that you could use for your new business.

Supplies:

1. Paper
2. Pens/pencils

**Step 5: Understand the importance of consumer research**

1. What name would you call your make-believe business? What ways could you imagine getting people to use your business? What would people want from your business? These questions and more can be answered through the art of consumer research – that means asking possible customers what they think and using that information to make your business better.
2. Using the internet, research businesses similar to yours that already exist. How could you make yours unique and successful? What need could you meet for consumers?
3. Once you think about these questions, prepare a 1 minute pitch about your business. You will pitch your business to someone in your home, telling them about your business, it's goals, it's consumers, and how you will make it successful. You could do this pitch as a speech or a presentation, using PowerPoint or by creating a poster.

Supplies:

1. Access to the internet
2. Materials to create a pitch poster