

STEMterprise Stage 2:

Pizza Shop Business Planning Booklet



Name: _____

Our business group - put your team member names here:

BUSINESS PLANNING

To make a business successful, you need a solid plan! Think of business planning like a map that shows how you will reach your goals. Business plans can include details and strategies to success.

In your STEMterprise plan, your team will decide:

- **The Basics:** Your pizza business name and your business ideas.
- **The Customers:** Who will want to buy your product - your "target market."
- **The Buzz:** How you will advertise and what makes your product special.
- **The Costs:** How much will your pizza cost? How will you cover your costs?

Each page is a new topic for your team to talk about and decide on. This is a "working document," which means it isn't finished yet! You will keep coming back to it to add new ideas or change things as you learn more.

Guiding Principles:

- Everyone on the team has strengths,
- Kindness, respect and listening to each are essential,
- Collaboration, effort and positivity will help your team have fun

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Name: _____

Describe your Business

Make notes about the vision for your business, ideas, and things that are important to your team.

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Name: _____

How will your product stand out from the competition?

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Name: _____

Who will buy your product?

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Name: _____

List your product values

A product value is the most important thing about the product that makes it unique, or makes people want to buy it.

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Name: _____



Logo brainstorm sketch or ideas:

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Name: _____

Business name ideas:

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Name: _____

Things I want to remember or consider are:

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Name: _____

Decisions we have made ...

Include decisions about name, logo, colours, recipe, cost of pizza, and any other things your team have agreed on.

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Name: _____

Planning our advertisement

Think	Plan
Who is the target market?	
What are their interests?	
What are their needs?	
What are their behaviours?	
How can our message be clear?	
How can our message be persuasive?	
How can our message show the positives?	
Do we have our business name in the ad?	
Do we have our logo in the ad?	
Is our ad eye-catching?	
Other ideas...	

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Package Planning

- What material will you use? Why?
- How will you make the product stand out from others?
- How will you highlight the healthy grains in your product?
- Did you include your name and logo?
- Other packaging ideas we want to include ...