

# GoVenture

## LEARNING & ACTIVITY BOOK

SAMPLE

Strategy Journal



Product Manufacturing



Expiration

Units Sold

Price

Units to Manufacture

Product Competitiveness

Human Resources

Territory 1  
Product Line & Brand Sales

Sales & Marketing



Product R&D



Consumer Group  
Group by size  
psychographics

Feature 1



Feature 4

Number of Employees

Salary

Training

HR Score

Advertising Effectiveness



Market Research Reports

Finance



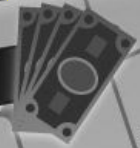
Budget

Revenue



Financial Reports

Loans



Stocks

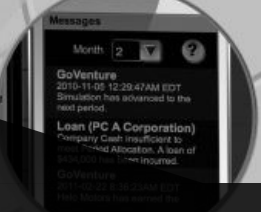
FHQ 45.23 EJK 39.10 IRJ 51.2

Share Price

Score



News



Messages

Virtual Advisors



VP Operations



VP Products



VP Finance



VP Marketing



Performance Report

# GoVenture Business & Entrepreneurship Learning & Activity Book

This guide helps you learn the fundamental concepts of business and entrepreneurship, and is a companion resource to GoVenture educational games and simulations.

ISBN 978-1-894353-32-8

Copyright ©2018 by MediaSpark Incorporated

All rights reserved. No part of this publication may be reproduced or transmitted in English or in other languages in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher and/or an active software license or subscription that permits specific and limited use of this publication.

GoVenture and MediaSpark are registered trademarks or trademarks of MediaSpark in Canada, the United States, and other countries.

MediaSpark Inc., Publisher  
PO Box 975  
Sydney, Nova Scotia  
Canada B1P 6J4  
[www.MediaSpark.com](http://www.MediaSpark.com)  
[www.GoVenture.net](http://www.GoVenture.net)

## DISCLAIMER

GoVenture is a learning simulation. As such, it should not be used to make real-life business decisions. Similarly, all GoVenture information resources have been designed for learning purposes only and should not be used to make business, legal, financial, or other decisions. Consult appropriate professional advisors prior to undertaking any venture. MediaSpark will not be liable, in any event, for any damages whatsoever (including, without limitation, damages for loss of business profits, loss of business information, interruption, or other pecuniary loss) arising out of use or inability to use the materials, even if MediaSpark has been specifically advised of the possibility of such damages. In no event will MediaSpark's liability for any damages ever exceed the cost of the license fees (as outlined by MediaSpark) paid by you for your right to use this material. MediaSpark makes no representation that this material is free of defects.

# Contents

1	Business Basics	5
2	Management and Entrepreneurship	16
3	Ownership	40
4	Startup	48
5	Business Plan	77
6	Market Demand	83
7	Pricing and Profit	91
8	Consumer Profiles	101
9	Strategy	116
10	Inventory Management	126
11	Sales and Marketing	133
12	Human Resources	144
13	Ethics	154
14	Financing	157
15	Currency	172
16	Accounting	180
17	Cash Flow and Budget	200
18	Income Statement	210
19	Balance Sheet	223
20	Experience!	238

## How to use this Adobe PDF Document

Read this document before or while playing the **GoVenture** simulation. This document also includes activities that you can complete. The answers to these activities are available to your instructor.

This document includes input fields where you can type answers to questions in the activities. After you enter your answers, you must **SAVE** the file to store your answers. You may then send the new save file to your instructor.

To enable the input fields, you must view this document using the Adobe PDF application. Viewing this document in an Internet browser will not enable the input fields.



# 1 Business Basics

SAMPLE

## Businesses and Products



A **business** is an organization that sells goods or services.

### Good

A tangible item that can be used once or multiple times. Ownership of the good is normally transferred to the person who purchases it. Examples are cars, shoes, pens, and computers.

### Service

An action that someone does for you. A service is intangible. Examples are car repair, haircut, teaching, legal and medical services.

The term **product** is often used to mean goods or both goods and services. In this document, it will be used to mean both goods and services.

Complete the table below.

PRODUCTS	TANGIBLE OR INTANGIBLE
GOODS	_____
SERVICES	_____

Some businesses make the products that they sell. Some businesses make the parts used to make other products. And, some businesses sell the finished product.



Example:

- Ford designs and makes automobiles.

- The parts that make up an automobile are made by hundreds of other businesses. These businesses are called **suppliers**, because they supply the parts. Ford assembles automobiles using these parts.
- Ford then ships the automobiles to **dealers**. The dealers sell the automobiles to people. The people who buy and use a product are called **consumers**.
- Ford dealers sell consumers both goods (the automobiles) and services (automotive repair).



Complete the table below by entering *consumers*, *suppliers*, or *dealers* in the correct cell.

SUPPLY PARTS, INGREDIENTS, RAW MATERIALS	SELL AUTOMOBILES	PURCHASE AND USE AUTOMOBILES
_____	_____	_____



## Stores and Resellers

Dealers may also be called **resellers**, because they re-sell a product that was made by another business or person. Products that are commonly sold by resellers include furniture, clothing, smartphones, televisions, and groceries. Amazon and Walmart are resellers.

Not every business sells products through resellers. Some businesses sell their products directly to the consumer. This is called **direct sales**. Examples are computers, restaurants, artisans, banks, law firms, and accountants.

Some businesses use both direct sales and resellers. For example, Apple sells its products on its own website, in its own stores, and through other retail and electronics stores and telecommunication companies.

A **store** is a place where consumers can view and purchase products. The term usually refers to a physical location that you can visit, but sometimes it may refer to an online store, website, or software app.



A business can also do direct sales by selling in a print catalog, through postal mail, or with its own salespeople who call, email, or visit people.

Complete the table below by entering *reseller*, *direct sales*, or *store* in the correct cell.

PLACE WHERE CONSUMERS CAN VIEW AND PURCHASE PRODUCTS	SELLING DIRECTLY TO CONSUMERS	BUSINESS THAT SELLS PRODUCTS MADE BY OTHERS
_____	_____	_____

## Customers and Consumers



**Consumers** are individuals or organizations that purchase and use a product. Consumers are also called **customers**, but there is a difference between the two terms.

A **customer** is an individual or an organization that purchases a product. The difference between a consumer and customer

is that a consumer is the person or organization that uses the product. This is also sometimes called the **end-consumer**. A customer may or may not be the person or organization that uses a product. A consumer may be both the customer and the end-consumer, but a customer may or may not be an end-consumer.

In the Ford example, all of the many suppliers that provide parts to make the automobiles consider Ford their customer. Ford purchases their products (the automotive parts) and therefore is their customer. But, Ford does not use the parts – instead, Ford assembles automobiles and then ships them to dealers who then sell them to the end consumers. To the parts suppliers, Ford is the customer but not the consumer. The consumer is the person or organization that drives the automobile.

When Ford purchases furniture to use in the company offices, Ford is both the customer and the consumer to the furniture company.

Customers and consumers can be individual people or organizations. Organizations include companies, governments, schools, hospitals, and other groups. These are often called business or **organizational customers**, and they have different reasons for buying than individual users, and may buy in larger quantities.

Complete the table below by entering *customer*, *consumer*, or *organizational customer* in the correct cell.

USES A PRODUCT	NOT AN INDIVIDUAL CUSTOMER	BUYS A PRODUCT BUT MAY OR MAY NOT USE THE PRODUCT
_____	_____	_____

## Business Creation



The creation of a business usually starts with an idea. An idea to make and/or sell goods or services. Anyone can start a business at any time.

An individual can do some activities, similar to a business, without formally registering as a business. But, certain types of activities require that a business be registered with the government.

## Profit Versus Not-For-Profit

**Profit** means to make money. More specifically, it means to achieve financial gain – a surplus of money. With profit, this means to create more money than you started with.

Review the examples in the table below and complete the final example.

MONEY IN	\$100	\$1,000	\$500
MONEY SPENT	\$70	\$800	\$400
PROFIT MONEY IN – MONEY SPENT	\$30 = \$100 -- \$70	\$200 = \$1,000 -- \$800	\$ _____

A business can be **for-profit** or **not-for-profit**.

### For-Profit

A business that is intended to create profit for its owners to use as they choose. The owners may choose to use the profit money to grow the business, start a new business, or improve their personal lifestyles or savings.

### Not-For-Profit

Sometimes spelled as **nonprofit**, this is a business that is intended to support a social cause. This may include charity, medical research, local community, industry association, or other initiative.

With a nonprofit, any profit that is generated by the business must be used to further the mission of the business. Profit cannot be given to the owners of the

business, because a nonprofit does not have owners. Instead, a nonprofit is managed by a person or group of people who act as members or directors. Their responsibility is to ensure that the nonprofit uses its money and resources to support its mission.

Normally, nonprofits are not called businesses, even though, technically, they may be businesses. A more commonly-used term is **nonprofit organization**.

## Business, Company, and Corporation



The terms **business, company, and corporation** are often used to mean the same thing, but there are differences. **Business** can broadly refer to the act of doing business – the exchange of goods and services. While this exchange does mean “doing business,” it does not always mean that business is being done as a company or a corporation.

The words **business** and **company** are often used to mean the same thing, but a person doing business selling items at a local market may not consider themselves a company. A food truck may not consider the business a company.

To some, the word **company** suggests an organization that is created and structured to do business. Some definitions go further to suggest that company means the same as corporation.

**Corporation** is a legal term used to describe a specific form of business registration. A corporation is an entity that has been created to conduct business – for profit or nonprofit – and is effectively recognized as a person under law.

A corporation has one or more owners (called shareholders) and does not legally represent a particular person, because it is an entity of its own.

Corporations are normally required to have a specific term included in their legal names to identify their status. Examples from various countries include: Incorporated (Inc.), Corporation (Corp.), Limited (Ltd.), LLC, PLC, GmbH, AG, SARL, SA SL, AB, Oy.

All corporations are businesses, but not all businesses are corporations.

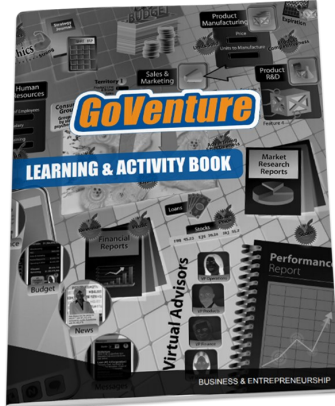
***GoVenture***

# Education Bundle





# GoVenture



## Learning & Activity Book

Basic Knowledge and Terminology



GoVenture<sup>®</sup>  
**ACTIVITY**

**K04 Practice | Startup**

YOUR NAME
DATE DUE
GRADE

Practice concepts from §4 of the Learning & Activity Book.

**Business Name Analysis**

Find two names or organizations that you like and two that you do not like. Focus only on the name and not the logo, font, or colors.

You may choose any type of organization, including business, nonprofit, sports team, etc.

Complete the templates below.

## Activities

Practice and Terminology



## Videos

Tutorials and Stories



## Business Simulation

Build Skills and Gain Years of Business Experience In Minutes



# CONTENTS

## Glossary

## Activities

Student Versions

## Activities

Instructor Versions



# Education Bundle

This is a companion resource to **GoVenture** educational games and simulations.

ISBN 978-1-894353-35-9

Copyright ©2019 by MediaSpark Inc (MediaSpark)

All rights reserved. No part of this publication may be reproduced or transmitted in English or in other languages in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

GoVenture and MediaSpark are registered trademarks or trademarks of MediaSpark in Canada, the United States, and other countries.

MediaSpark Inc., Publisher  
PO Box 975  
Sydney, Nova Scotia  
Canada B1P 6J4  
MediaSpark.com  
GoVenture.net

## DISCLAIMER

GoVenture is a learning simulation. As such, it should not be used to make real-life business decisions. Similarly, all GoVenture information resources have been designed for learning purposes only and should not be used to make business, legal, financial, or other decisions. Consult appropriate professional advisors prior to undertaking any venture. MediaSpark will not be liable, in any event, for any damages whatsoever (including, without limitation, damages for loss of business profits, loss of business information, interruption, or other pecuniary loss) arising out of use or inability to use the materials, even if MediaSpark has been specifically advised of the possibility of such damages. In no event will MediaSpark's liability for any damages ever exceed the cost of the license fees (as outlined by MediaSpark) paid by you for your right to use this material. MediaSpark makes no representation that this material is free of defects.

# Glossary

***GoVenture***

# GLOSSARY

## GoVenture Business Learning & Activity Book

ACCOUNTING	205	CORPORATION	61
ACCOUNTS PAYABLE	188	COST OF GOODS SOLD (COGS)	93
ACCOUNTS RECEIVABLE	188	COST-PLUS PRICING	96
ACCRUAL BASIS ACCOUNTING	187	CREDIT	185
AMORTIZATION PERIOD	160	CROWDFUNDING	171
AMORTIZATION SCHEDULE	160	CURRENCY SYMBOL	173
ANGEL INVESTORS	169	CURRENCY	142
ASSETS	184	CUSTOMERS	10
BALANCE SHEET	198	DEALERS	9
BENEFITS	149	DEBIT	185
BOOKKEEPING	181	DEBT FINANCING	158
BRAND	30	DEMOGRAPHICS	105
BRAND PERSONALITY	139	DIRECT SALES	9
BRAND PROMISE	139	DISTRIBUTION CHANNELS	137
BUDGET	206	DIVIDEND	44
BUSINESS	6	DOMESTIC CURRENCY	176
BUSINESS DESCRIPTION	14	DOUBLE-ENTRY BOOKKEEPING	181
BUSINESS ETHICS	155	ELEVATOR PITCH	80
BUSINESS FOUNDER	41	END-CONSUMER	11
BUSINESS PLAN	78	ENTREPRENEUR	19
CARRYING COSTS	129	EQUITY	28
CASH BASIS ACCOUNTING	186	EQUITY FINANCING	158
CASH FLOW	129	EXCHANGE RATE	174
CASH FLOW STATEMENT	198	EXECUTIVE SUMMARY	79
COLLATERAL	159	EXPENSES	184
COMPANY	14	FINANCIALS	211
COMPANY VALUATION	165	FINANCIAL TRANSACTION	181
COMPOUND PERIOD	160	FOR-PROFIT ORGANIZATION	13
CONSUMER GROUPS	109	GOODS	6
CONSUMER PROFILES	92	INCOME STATEMENT	198
CONSUMERS	10	INDUSTRIAL DESIGN	74
COPYRIGHT	74	INTEGRATED CIRCUIT TOPOGRAPHY	74

INTEREST RATE	160	PROFIT	25
INVENTORY	127	PSYCHOGRAPHICS	105
LIABILITIES	184	PUBLIC COMPANY	46
LIABILITY	224	PURCHASE ORDER	192
LOAN PRINCIPAL	160	RECEIPT	197
LOGO	56	RESELLER	9
LOVE MONEY	168	RETAINED EARNINGS	218
LOYAL CUSTOMER	31	REVENUE	26
MARKET	135	SALARY	148
MARKET DATA	115	SALES	134
MARKET DEMAND	86	SALES PROMOTION	138
MARKET PRICING	97	SATISFIED CUSTOMER	31
MARKET SHARE	29	SEED FINANCING	64
MARKETING	84	SELLING PRICE	98
MARKETING AND SALES STRATEGY	81	SERVICE	6
MISSION STATEMENT	52	SEVERANCE COST	148
NOT-FOR-PROFIT ORGANIZATION	13	SHAREHOLDER	41
ORDER FORM	191	SOLE PROPRIETORSHIP	58
ORGANIZATIONAL CUSTOMER	11	SPOILAGE	130
PARTNERSHIP	59	STOCK CERTIFICATE	42
PATENT	74	STOCK EXCHANGE	46
PAYMENT PERIOD	160	STORE	9
PERSONAL GUARANTEE	159	STRATEGY	117
PITCH DECK	79	SUPPLIERS	8
PRICE	92	TRADEMARK	73
PRICE ANCHORING	92	TURNOVER	152
PRICE DISCOUNT ADVERTISING	138	VALUES	54
PRIVATE ORGANIZATION	45	VENTURE CAPITAL	169
PRODUCT	6	VISION STATEMENT	52
PRODUCT LINE AND BRAND ADVERTISING	138	WORDMARK	57
PRODUCTIVITY	150	WORD-OF-MOUTH	31
PRODUCTS	6	WORKING CAPITAL	64

# Activities

Student Versions



# ACTIVITY LIST

Section Number and Topic	PRACTICE	DEFINITION	UN-SCRAMBLE	WORD SEARCH	CROSS-WORD
01 Business Basics	P01	D01	U01	W01-03	C01
02 Management & Entrepreneurship	P02	D02	U02		C02-03
03 Ownership	P03	D03	U03		
04 Startup	P04	D04	U04	W04-07	C04
05 Business Plan	P05	D05	U05		C05-07
06 Market Demand	P06	D06-07	U06-07		
07 Pricing & Profit	P07				
08 Consumer Profiles	P08	D08-09	U08-09	W08-11	C08-11
09 Strategy	P09				
10 Inventory Management	P10	D10-11	U10-11		
11 Sales and Marketing	P11				
12 Human Resources	P12	D12-13	U12-13	W12-15	C12-14
13 Ethics	P13				
14 Financing	P14	D14-15	U14-15		
15 Currency	P15				
16 Accounting	P16	D16-17	U16-17	W16-19	C15-16
17 Cash Flow & Budget	P17				
18 Income Statement	P18	D18-19	U18-19		C17-19
19 Balance Sheet	P19				



## P02 Practice | Management & Entrepreneurship

YOUR NAME	
DATE DUE	
GRADE	
Practice concepts from §2 of the <i>Learning &amp; Activity Book</i> .	

### Being an Entrepreneur

Find two people who are successful entrepreneurs and answer the questions in the template below. You may choose people in your local community or that you research online.

<b>Name of Entrepreneur</b>	<b>Name of Entrepreneur</b>
<b>Name of Business</b>	<b>Name of Business</b>
<b>Description of Business</b>	<b>Description of Business</b>
<b>Explain why you believe they are successful.</b>	<b>Explain why you believe they are successful.</b>
<b>Identify three skills or personality traits that you believe contributed to their success and explain why.</b>	<b>Identify three skills or personality traits that you believe contributed to their success and explain why.</b>

## Entrepreneurship and You

Choose 3 of the skills and personality traits you identified in the entrepreneurs above and explain if you believe you have, or could grow to have, these same skills or personality traits.

Skill or Personality Trait: \_\_\_\_\_

You: \_\_\_\_\_

---

---

---

---

Skill or Personality Trait: \_\_\_\_\_

You: \_\_\_\_\_

---

---

---

---

Skill or Personality Trait: \_\_\_\_\_

You: \_\_\_\_\_

---

---

---

---

## Profit and Revenue

Calculate the profit made from selling products.

REVENUE FROM PRODUCT SALES	\$100	\$1,200	\$700
MONEY SPENT TO MAKE AND SELL PRODUCTS	\$50	\$600	\$400
PROFIT	\$ _____	\$ _____	\$ _____

Calculate the profit made from operating a business.

REVENUE FROM SALES	\$500	\$1,200	\$400
COST OF OPERATING THE BUSINESS	\$420	\$800	\$200
PROFIT	\$ _____	\$ _____	\$ _____

Calculate the profit for the owners of the business.

INVESTMENT MADE IN THE BUSINESS	\$500	\$800	\$1,000
SELLING PRICE OF BUSINESS	\$700	\$1,100	\$3,000
PROFIT	\$ _____	\$ _____	\$ _____

Calculate the revenue from selling products.

PRODUCT SELLING PRICE	\$15	\$30	\$80
QUANTITY OF PRODUCTS SOLD	5	20	50
REVENUE	\$ _____	\$ _____	\$ _____

Calculate the profit from selling products.

PRODUCT SELLING PRICE	\$10	\$15	\$35
COST TO MAKE AND SELL PRODUCT	\$8	\$17	\$39
PROFIT	\$ _____	\$ _____	\$ _____

## Equity

Calculate the new value of the business based on profit.

VALUE OF BUSINESS	\$15	\$20	\$26
NEW PROFIT FROM SELLING PRODUCTS	\$2	\$10	\$4
NEW VALUE OF BUSINESS	\$ _____	\$ _____	\$ _____

Calculate the new value of the business based on selling equity.

VALUE OF BUSINESS	\$23	\$10	\$40
MONEY RAISED SELLING SHARES	\$3	\$5	\$6
NEW VALUE OF BUSINESS	\$ _____	\$ _____	\$ _____

## Market Share

Calculate the customer market share of the business.

NUMBER OF CUSTOMERS	100	100	100
PURCHASE FROM BUSINESS A	40	55	20
PURCHASE FROM BUSINESS B	60	45	80
MARKET SHARE BUSINESS A	_____ %	_____ %	_____ %

## Managing Risk

Calculate the return on investment.

MONEY INVESTED	\$200	\$200	\$200
RETURN	\$ _____	\$ _____	\$ _____
TOTAL	\$210	\$250	\$400
RISK	LOW	MODERATE	HIGH

## D02 Definition | Management & Entrepreneurship

YOUR NAME	
DATE DUE	
GRADE	
Define the terms below from §2 of the <i>Learning &amp; Activity Book</i> .	

### 1. PRODUCTS

---

---

---

### 2. REVENUE

---

---

---

### 3. PROFIT

---

---

---



4. ENTREPRENEUR

---

---

---

5. EQUITY

---

---

---

6. MARKET SHARE

---

---

---

7. BRAND

---

---

---

8. SATISFIED CUSTOMER

---

---

---

9. LOYAL CUSTOMER

---

---

---

10. WORD-OF-MOUTH

---

---

---

## U02 Unscramble | Management & Entrepreneurship

YOUR NAME	
DATE DUE	
GRADE	
Unscramble the terms below from §2 of the <i>Learning &amp; Activity Book</i> .	

UQYTIE

YLLAO UTSEMROC



TUCPSDOR

VERNUEE

NARBD

FITDASSEI TEOMUCSR



FOIPTR

DORW-FO-MUHTO

-

-

NENTERREUPER

METKAR HAESR

# ACTIVITY

## W01-03 Word Search | Business Basics, Management & Entrepreneurship, Ownership

YOUR NAME	
DATE DUE	
GRADE	
Find and circle the terms below from §1-3 of the <i>Learning &amp; Activity Book</i> .	

S M E C J H Q Q K S Q L D J G  
 H E O N S R E M U S N O C D O  
 A L Q X T A C P U G W W Q N O  
 R Q H U H R P R Q V K D V E D  
 E M W V I L E U E W I Q S D S  
 H Y O I I T E P P L M O K I D  
 O U J E C C Y Z R O L H C V Y  
 L D R K I H E O C E M E W I U  
 D S T V R Y N P G F N D S D W  
 E N R D E A L E R S L E U E S  
 R E N D C O N S U M E R U T R  
 S F Q X C H Q I Q S W S O R X  
 C H P Q Q R V F N K Y R J Y W  
 M A G E D S I S I W E E O V N  
 X N Y K S W S Z N C K A J B I

CONSUMERS  
 DEALERS  
 DIVIDEND  
 END-CONSUMER

ENTREPRENEUR  
 EQUITY  
 GOODS  
 RESELLER

SERVICE  
 SHAREHOLDER  
 STORE  
 SUPPLIERS

# C02-03 Crossword | Management & Entrepreneurship, Ownership

YOUR NAME	
DATE DUE	
GRADE	
Using the clues provided, complete the crossword puzzle with the correct terms from §2 and §3 of the <i>Learning &amp; Activity Book</i> .	

**ACROSS**

- 1. Business generated money
- 4. Free advertising
- 6. Getting more money than spent
- 7. Also called Stock Market
- 9. The value of a business.
- 10. Starts and owns for-profit
- 11. A payout to owners
- 12. How they feel about your business
- 13. An owner of a business

**DOWN**

- 2. Person starting a business
- 3. Repeat buyer
- 5. Document of ownership
- 8. Business's percentage of customers

# Activities

Instructor Versions



# ACTIVITY LIST

Section Number and Topic	PRACTICE	DEFINITION	UN-SCRAMBLE	WORD SEARCH	CROSS-WORD
01 Business Basics	P01	D01	U01	W01-03	C01
02 Management & Entrepreneurship	P02	D02	U02		C02-03
03 Ownership	P03	D03	U03		
04 Startup	P04	D04	U04	W04-07	C04
05 Business Plan	P05	D05	U05		C05-07
06 Market Demand	P06	D06-07	U06-07		
07 Pricing & Profit	P07				
08 Consumer Profiles	P08	D08-09	U08-09	W08-11	C08-11
09 Strategy	P09				
10 Inventory Management	P10	D10-11	U10-11		
11 Sales and Marketing	P11				
12 Human Resources	P12	D12-13	U12-13	W12-15	C12-14
13 Ethics	P13				
14 Financing	P14	D14-15	U14-15		
15 Currency	P15				
16 Accounting	P16	D16-17	U16-17	W16-19	C15-16
17 Cash Flow & Budget	P17				
18 Income Statement	P18	D18-19	U18-19		C17-19
19 Balance Sheet	P19				

## P02i Practice | Management & Entrepreneurship

YOUR NAME	INSTRUCTOR VERSION
DATE DUE	
GRADE	
Practice concepts from §2 of the <i>Learning &amp; Activity Book</i> .	

### Being an Entrepreneur

Answers will vary.

### Entrepreneurship and You

Answers will vary.



## Profit and Revenue

Calculate the profit made from selling products.

REVENUE FROM PRODUCT SALES	\$100	\$1,200	\$700
MONEY SPENT TO MAKE AND SELL PRODUCTS	\$50	\$600	\$400
PROFIT	\$50	\$600	\$300

Calculate the profit made from operating a business.

REVENUE FROM SALES	\$500	\$1,200	\$400
COST OF OPERATING THE BUSINESS	\$420	\$800	\$200
PROFIT	\$80	\$400	\$200

Calculate the profit for the owners of the business.

INVESTMENT MADE IN THE BUSINESS	\$500	\$800	\$1,000
SELLING PRICE OF BUSINESS	\$700	\$1,100	\$3,000
PROFIT	\$200	\$300	\$2,000

Calculate the revenue from selling products.

PRODUCT SELLING PRICE	\$15	\$30	\$80
QUANTITY OF PRODUCTS SOLD	5	20	50
REVENUE	\$75	\$600	\$4,000

Calculate the profit from selling products.

PRODUCT SELLING PRICE	\$10	\$15	\$35
COST TO MAKE AND SELL PRODUCT	\$8	\$17	\$39
PROFIT	\$2	-\$2	-\$4

## Equity

Calculate the new value of the business based on profit.

VALUE OF BUSINESS	\$15	\$20	\$26
NEW PROFIT FROM SELLING PRODUCTS	\$2	\$10	\$4
NEW VALUE OF BUSINESS	\$17	\$30	\$30

Calculate the new value of the business based on selling equity.

VALUE OF BUSINESS	\$23	\$10	\$40
MONEY RAISED SELLING SHARES	\$3	\$5	\$6
NEW VALUE OF BUSINESS	\$26	\$15	\$46

## Market Share

Calculate the customer market share of the business.

NUMBER OF CUSTOMERS	100	200	300
PURCHASE FROM BUSINESS A	40	150	150
PURCHASE FROM BUSINESS B	60	50	150
MARKET SHARE BUSINESS A	40%	75%	50%

## Managing Risk

Calculate the return on investment.

MONEY INVESTED	\$200	\$200	\$200
RETURN	\$10	\$50	\$200
TOTAL	\$210	\$250	\$400
RISK	LOW	MODERATE	HIGH

# ACTIVITY

## D02i Definition | Management and Entrepreneurship

YOUR NAME	INSTRUCTOR VERSION
DATE DUE	
GRADE	
Define the terms below from §2 of the <i>Learning &amp; Activity Book</i> .	

### 1. PRODUCTS

The term product is often used to mean goods or both goods and services.

### 2. REVENUE

Money generated by a business when a consumer pays for a product or service.

### 3. PROFIT

The result of a business generating more money than it spends.

### 4. ENTREPRENEUR

A person who starts and operates a business while assuming the risks and rewards. Most entrepreneurs own and run small businesses, such as a retail store, a gas station, a flower shop, etc.

### 5. EQUITY

The value of a business. Business value is generated in one of two ways: generating profit and/or raising money.

## 6. MARKET SHARE

The percentage of customers or sales a business wins in comparison to other business in the same type of business is called market share. A business with high market share may dominate its competitors, and can increase the value of the business.

## 7. BRAND

How people feel about your business or product. The better they feel about you, the more likely they are to try your product and stay loyal to your business.

## 8. SATISFIED CUSTOMER

A customer that uses a product and is pleased with it. Satisfied customers return and buy again, and may also tell their friends/family.

## 9. LOYAL CUSTOMER

A customer that repeatedly buys from the same business, and is reluctant to change.

## 10. WORD-OF-MOUTH

Free advertising and/or promotion for a business when satisfied customers tell their friends about their products or services.

## U02i Unscramble | Management & Entrepreneurship

YOUR NAME	INSTRUCTOR VERSION
DATE DUE	
GRADE	
Unscramble the terms below from §2 of the <i>Learning &amp; Activity Book</i> .	

UQYTI

E Q U I T Y

YLLAO UTSEMROC

L O Y A L C U S T O M E R

TUCPSDOR

P R O D U C T S

VERNUEE

R E V E N U E

NARBD

B R A N D

FITDASSEI TEOMUCSR

S A T I S F I E D C U S T O M E R

FOIPTR

P R O F I T

DORW-FO-MUHTO

W O R D - O F - M O U T H

NENTERREUPER

E N T R E P R E N E U R

METKAR HAESR

M A R K E T S H A R E

# ACTIVITY

## W01-03i Word Search | Business Basics, Management & Entrepreneurship, Ownership

YOUR NAME	INSTRUCTOR VERSION
DATE DUE	
GRADE	
Find and circle the terms below from §1 to §3 of the <i>Learning &amp; Activity Book</i> .	

S M E C J H Q Q K S Q L D J G  
 H E O N S R E M U S N O C D O  
 A L Q X T A C P U G W W Q N O  
 R Q H U H R P R Q V K D V E D  
 E M W V I L E U E W I Q S D S  
 H Y O I I T E P P L M O K I D  
 O U J E C C Y Z R O L H C V Y  
 L D R K I H E O C E M E W I U  
 D S T V R Y N P G F N D S D W  
 E N R D E A L E R S L E U E S  
 R E N D C O N S U M E R U T R  
 S F Q X C H Q I Q S W S O R X  
 C H P Q Q R V F N K Y R J Y W  
 M A G E D S I S I W E E O V N  
 X N Y K S W S Z N C K A J B I

CONSUMERS  
 DEALERS  
 DIVIDEND  
 END-CONSUMER

ENTREPRENEUR  
 EQUITY  
 GOODS  
 RESELLER

SERVICE  
 SHAREHOLDER  
 STORE  
 SUPPLIERS



# C02-03i Crossword | Management & Entrepreneurship, Ownership

YOUR NAME	INSTRUCTOR VERSION
DATE DUE	
GRADE	
Using the clues provided, complete the crossword puzzle with the correct terms from §2 and §3 of the <i>Learning &amp; Activity Book</i> .	

The crossword puzzle grid is partially filled with the following words:

- 1. REVENUE** (Across)
- 3. Loyal Customer** (Down)
- 4. Word of Mouth** (Across)
- 5. Start-up** (Down)
- 6. Profit** (Across)
- 7. Stock Exchange** (Across)
- 9. Equity** (Across)
- 10. Business Founder** (Across)
- 11. Dividend** (Across)
- 12. Brand** (Across)
- 13. Shareholder** (Across)

## ACROSS

- Business generated money
- Free advertising
- Getting more money than spent
- Also called Stock Market
- The value of a business.
- Starts and owns for-profit
- A payout to owners
- How they feel about your business
- An owner of a business

## DOWN

- Person starting a business
- Repeat buyer
- Document of ownership
- Business's percentage of customers

Visit  
GoVenture.net

***GoVenture***