** Geography Assignment 4:**

**Different World Economies**

**Date:** Due

**Overview:**

In this activity, students will design and create their own business plan using the five economic questions as the background for their business. Their business should focus on a product or service that they could implement over the summer months when school is out. Some products and services may include: landscaping, outdoor painting, designing jewelry, babysitting, newspaper route, or even something online. The goal of this assignment is to appreciate Canada’s Mixed Market Economy, and to develop more awareness to the challenges of operating your own business.

**Preparation Work and Tasks:**

1. Choose a product or service that you are interested in, and design your own business. Answer the five economic questions to get you started.
2. Design an advertisement to promote your business to the local public. The advertisement could be for the newspaper, radio, or even for television.
3. Create a monthly budget to help get you started for your business. Will you require a loan? Will you have transportation, maintenance or material costs? How much do you plan on making per month? How will you achieve this?
4. Design a layout, map, or some other “blueprint” of your business. If your business is a paper route, then you should include a map of your route.
5. Predict how successful you will be in operating your own business. Write a short summary of a couple of paragraphs to explain what you believe will cause success or failure for your company. Is there anything you may do differently?

**Evaluation:**

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| **Category** | **Level 4** | **Level 3** | **Level 2** | **Level 1** | **%** |
| Research and Knowledge | The assignment demonstrates exceptional knowledge of operating your own business. | The assignment demonstrates adequate knowledge of operating your own business. |  |  | 30 |
| Information | The assignment clearly answers the five economic questions. The information is very accurate. | The assignment somewhat answers the five economic questions. The information is generally accurate. |  |  | 30 |
| Design and Presentation | The assignment’s design and layout is very attractive and inviting. | The assignment’s design and layout is fairly attractive and inviting. |  |  | 40 |