

Business Plan Worksheet

You and your friends decided to start a food business.

Fill in the business plan below and prepare your pitch for the investors.

Product Concept:

Price Range:

Target Customers:

Marketing Channels:

Location:

Visual Identity/Décor:

Financial Plan:

Teacher's Notes

1. Groupwork/pairwork activity for students 15+ Yrs, B1, B2, C1 levels, 60 Minutes.
2. Based on the number of students, put your students in groups of four or in pairs. This activity works best when you have 4 groups/pairs.
3. Give each group/pair the Business Plan Worksheet and explain that they want to start a food business together. They have to write their Business Plan and prepare their pitch for the investors. They will be pitching their business ideas to their classmates.
4. Explain the headings if needed and give them 15-20 minutes to prepare. Circle, monitor and help.
5. When they are ready, each group/pair will present their business plan in front of the class/the investors. The investors take notes and ask questions. Each investor group/pair can choose only ONE business idea to invest in.
6. When all groups/pairs finish their presentations have each investor group/pair provide feedback and explain their choice.