11/14/14 Mr. Griffin’s copy of your WSI project

11/17/14 Copy of questions for your two companies that you researched sent to [basejgball@gmail.com](mailto:basejgball@gmail.com)

The following is a list of entrepreneurs that are coming next Tuesday for a panel discussion with you. You will be assigned two businesses to research and come up with 5 questions to ask these businesses based off your research of these companies.

1. ADPI [www.adpillc.com](http://www.adpillc.com)
2. Recruiter.com [www.recruiter.com](http://www.recruiter.com)
3. Covalent Coating Technologies [www.covalent-coating-technologies.com](http://www.covalent-coating-technologies.com)
4. VRSIM [www.vrsim.com](http://www.vrsim.com)
5. Moonbase3 [www.moonbase3.com](http://www.moonbase3.com)

11/18/14 Meeting with entrepreneurs 4th floor presentation room.

Send in materials in to the WSI (SUBMIT finally)

11/20/14 Marketing material needs (advertising, tri-board, what your table will look like)

Required Works:

Clever posters/ads that explain what it is you are selling:

* You need to have one ready to be placed on the bulletin board outside my classroom by Wednesday
* Poster should include the following:
* The four P’s of marketing:
  + Product
  + Price
  + Place
  + Promotion
* A table design thought out

Be able to explain who your target audience was when you bought your products

Create branding materials for your table

* Coupons
* Raffle
* Sign-up sheets
* Samples
* Cost sheets
* Poster-boards

11/26/14 Fall Festival Sales Day! Set up at 8:30 festival runs from 9-12 (parents invited)

12/4/14 Wholesale trip work due: Purchase/Sales report, ROI Gross Profit calculations,

1. Repay $50 of start up monies by project due date.
2. Turn in all receipts (~ $45 for product)
3. Answer the following in report format to the teacher, attend to each point:

* Discuss the trip to NYC or having to purchase product at home
* Discuss the selling event or selling on your own
* How did the marketing/selling go?
* If given the chance to repeat the experience what would you do differently, explain.
* Have you liquidated your inventory yet? Why or why not?
* Did the experience meet your expectations? Why or why not?
* Any other information you feel is important for me to know in grading you

1. As an attachment to your report include your Purchases & Sales Spreadsheets and add the following calculations onto the bottom as I did:

* COGS
* Gross Profit
* ROI

***Grading Rubric***

Receipts turned in 0 1 2

Participation in marketing 0 1 2 3 4

Participation in selling event 0 1 2 3 4

Purchases spreadsheet 0 1 2 3 4 5

Sales spreadsheet 0 1 2 3 4 5

Calculations (COGS, ROI, GP) 0 1 2 3 4

Write up in report format (content) 0 1 2 3 4 5

Met deadlines as given 0 1 2 3

Total Grade \_\_\_\_\_ / 32 = \_\_\_\_\_\_\_\_\_