

A REAL BUSINESS!

Individual Home-Based Business:

Have each student develop a home-based business by completing the following steps:

1. Prepare a business plan for a home-based or cottage business that utilizes his/her skills related to textiles and apparel. (Refer to the ideas identified in Option 1.) The business plan provided in this topic is adapted from the SCORE division of the Small Business Administration. The FHA Star Event plan is also included.
2. Determine the product(s) to produce/market.
3. Make a list of the supplies and equipment needed to produce the product(s). (See Business Plan Supplements)
4. Develop and produce some prototypes of the chosen product(s).
5. Prepare a costing sheet for his/her product(s). (See Business Plan Supplements)
6. Prepare a logo for his/her business and use on business card, invoice, etc. (Have students use a computer to do this to incorporate the use of technology.)
7. Look for competitive products and record the prices on them.
8. Do a small market survey to determine salability of product(s).
9. Take orders for the product(s) and produce them, or produce a given number of the product(s) and market them, keeping accurate records on product costs and selling price, hours spent, etc. (The products could be made at home or in class, depending upon teacher preference.)
10. Review business plan for accuracy and make changes as needed.
11. Write a report on what he/she has learned from the experience.

The class could set up an "Entrepreneurship Market" one day and sell their products to students in the school and/or people in the community. The students would gain an understanding about the importance of advertising and marketing techniques.

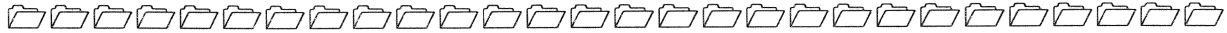
Group Business:

Have the class establish a business, following the steps outlined above.

In addition, have the students:

- Elect corporate officers
- Determine amount of working capital needed to begin
- Sell shares to obtain working capital
- Set up an assembly line type of production
- Pay employees
- Distribute percentage of profits to shareholders

By doing a group business, students learn the importance of teamwork, going the extra mile, etc. They may also experience some inequities, have some conflicts, etc., and these are opportunities to incorporate some conflict resolution techniques and group



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decision making. If there are students in the class who don't buy any shares, they are considered "employees"; those who bought shares are considered "shareholders." The class will need to decide who is included in the group decisions—all employees (shareholders or not), employees and shareholders, or whoever. Shares could also be sold to people outside the class who are not employees—another decision to be made.

As you can see, either of these business strategies offer a plethora of learning experiences. Inclusion of one or the other is encouraged. If your school has a Level III class, such as Designer Sewing, you may want to hold this activity for that level. The skills learned or learned about in other units of this curriculum should be the basis of this unit. **BE SURE TO STAY WITH TEXTILES AND APPAREL RELATED PRODUCTS!** (Gluing does not qualify as a textiles and apparel related skill.)

Some ideas for a group business are:

- Set up a clothing repair business for the faculty of the school, including such items as replacing zippers, changing hemlines, repairing tears/rips, replacing linings, etc. Make a price list of services offered and distribute.
- Offer to do uniforms for a performing group in your school—maybe vests, shirts, unlined jackets, or if you're real ambitious, dresses. Break the class into teams, one team for each size needed. Each team is responsible for producing the items ordered for their size.
- Set up a boutique shop, and there are lots of ways to handle that. Each student might be responsible for one particular item, or you could have the "pillow" team, the "stuffed animal" team, the "doll clothes" team, the "decorator items" team, the "school spirit" team (using colors and mascot of your school), etc.
- Set up a "Spirit Shop" in your school offering items that require sewing skills and promote your school. Some products could include banners, flags to wave at games, T-shirts or sweatshirts with your school emblem embroidered, caps or hats in school colors, etc.

One of the FHA Star Events is Design-A-Business. Students participating in these experiences would be eligible to compete in that category.