



Entrepreneurship

Merit Badge Workbook

This workbook is not required but is designed to help you with this merit badge. No one can add or subtract from the Boy Scout Requirements #33215. Use page backs & add pages as needed. Please send comments to: craig@craiglincoln.com. Requirements revised: 1997, Workbook updated: January 2004.

Scout's Name: _____ Unit: _____

Counselor's Name: _____ Counselor's Ph #: _____

1) In your own words, define entrepreneurship. _____

Explain to your merit badge counselor the role of the entrepreneur in the economy of the United States. _____

2) Identify and interview an individual _____

who has started his or her own business. _____

Find out how the entrepreneur got the idea for the business and how the entrepreneur recognized it as a market opportunity. _____

Find out how the entrepreneur raised the capital (money) to start the business. _____

How well is the business doing? Report what you learn. _____

3) Do the following:

a) Write down as many ideas as you can think of for a business. Get ideas from your family and friends. _____

From your list, select three ideas that you believe are the best opportunities for you.

1 _____

2 _____

3 _____

b) Explain to your counselor why you chose these three ideas rather than the others on your list. _____

c) For each of the three ideas that you chose, prepare a list of questions that you would ask potential customers.

Idea 1: Questions to ask potential customers _____

Idea 2: Questions to ask potential customers _____

Idea 3: Questions to ask potential customers _____

d) For each of your three ideas, informally interview potential customers, using the lists of questions from requirement 3(c). Report what you learn.

Idea 1: Interview answers from potential customers _____

Idea 2: Interview answers from potential customers _____

Idea 3: Interview answers from potential customers _____

e) Using the information you have gathered, choose the one idea that you feel is your best business opportunity.

4) Conduct a feasibility study of your business idea by doing all of the following (briefly writing or explaining each item to your counselor):

a) Good or Service

1) Identify your business goals. _____

Tell how you will make the good or perform the service. _____

2) Determine whether it is technically feasible (practical or doable). _____

3) Determine how you can make enough of the goods or provide enough of the service to meet your business goals. Explain how you will accomplish this. _____

4) Identify and describe the potential liability risks of your good or service. _____

5) Determine what type of license you might need in order to sell or make your good or service. _____

b) Market

1) Determine who your customers are. Identify the type of person who would buy your good or service. _____

2) Describe the unique benefits of your good or service. _____

3) Tell how you will promote and sell your good or service to potential customers. _____

c) Finances

1) If you are selling a good, determine how much it will cost to make one prototype. _____

2) Calculate the selling price of your good or service. _____

Explain how you determined the price. _____

3) Tell how you will sell your good or service and make a profit. _____

4) Determine how much money you will need to start your business. _____

Explain how you will get the money. _____

d) Personnel

1) Determine what parts of the business you will handle yourself. _____

Describe your qualifications for the work. _____

Determine how your business responsibilities will fit into your schedule. _____

2) Determine whether you will need additional help to operate your business. _____

If you will need help, describe the qualifications your helpers should have and what duties they will perform. _____

5) Do TWO of the following.

a) Sketch a prototype of your good or write a description of your service. *(Hint: you can attach your sketch.)*

b) Create the prototype. List all of the materials you used to make your prototype.

Material	Cost	Material	Cost
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Calculate the cost of all the materials and labor to compute the total cost of making your prototype. _____

c) Design a promotional poster or flier for your good or service. *(Hint: you can include your poster.)*

d) Project (estimate) your sales through the first three months of operation. _____

Calculate the profit you expect to make. _____

6) When you believe that your business idea is feasible, start your business. Show evidence that you started your business (sales receipts, for example, or photos of the good). *(Hint: you can attach your receipts, photos, etc.)*

Report to your counselor the results of your venture. _____

