

# Business Planning

Content Area: **Family and Consumer Science**  
Course(s):  
Time Period: **Semester 1**  
Length: **1 year**  
Status: **Published**

## Standards - NJCCS/CCSS

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| 0x PERS.K-12.1.4   | Understanding that postsecondary education and life-long learning are necessary for long-term career success |
| 0x PERS.K-12.2.A.2 | Demonstrate creativity   |
| 0x PERS.K-12.2.A.3 | Use time-management, organizational and study skills   |
| 0x PERS.K-12.2.B.1 | Demonstrate ability to assume responsibility   |
| 0x PERS.K-12.2.C.1 | Use effective oral and written communication skills and listening skills                                     |
| 0x PERS.K-12.2.C.7 | Use leadership and teamwork skills to work effectively in diverse teams                                      |

## Enduring Understandings

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1. It's imperative to understand who the target market is and what types of products or services these consumers are looking for.
2. Businesses can very easily fail without accurate tracking of finances within all aspects of the business establishment
3. Marketing and advertising can make or break the success of a business.

## Essential Questions

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1. Taking into account geographical location and demographics, what type of dining concepts would work in this specific cafe location?
2. What is the importance of marketing and advertising as it relates to the success of a business?
3. What are the limits to profitability within a food establishment?

## **Knowledge and Skills**

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1. Students will be able to outline strategies to identify the target market
2. Students will be able to create various creative marketing strategies to promote their business
3. Students will be able to identify the importance of tracking finances within a business
4. Students will be able to create a dining concept that will serve various food products to the school population

## **Resources**

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### [Unit Plan](#)

Just the Facts Food and Kitchen Safety DVD

Top Chef Masters: Season 1: Episodes 1, 9 and 10

The Great British Baking Show: Seasons 1 through 4

Textbook: Discovering Foods

Julie and Julia DVD

Kitchen equipment

- Nasco

- Hubert

Google Suite - <https://gsuite.google.com/>

- Google forms

- Google classroom

- Google slides

Factile - <https://www.playfactile.com/>

- use for review

## **Transfer Goals**

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1. The ability to understand the major components of successful marketing as it applies to the food industry
2. Comprehending the importance of tracking finances with the goal of profitability

## **Assessments**

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[Assessments](#)

## **Modification**

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[Modifications](#)