

Wes Davis, Turkey Creek Poultry Farm 9-12 Lesson

Young Entrepreneurs in Action: Wes Davis
Video Link: <http://youtu.be/9pizKnuAPm8>

OVERVIEW

Students will see a local small business, research a larger, successful business, and learn about business plans by creating a simple plan of their own.

NEXT GENERATION STANDARDS:

SS.9-10.L.13/SS.11-12.L.13 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose and audience.

SS.9-10.L.14/SS.11-12.L.14 Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.

ENTREPRENEURSHIP STANDARDS:

- A.09 Describe entrepreneurial planning considerations
- A.12 Assess risks associated with venture
- O.09 Develop business plan

LEARNING OBJECTIVE(S)

- Recognize challenges entrepreneurs face.
- Identify how a small business can grow.

MATERIALS

Students will need Internet access to conduct research

ACTIVITIES:

1. Show students the Turkey Creek Poultry Farm video so they may begin thinking about entrepreneurship. Facilitate a discussion to highlight the questions Wes had to address prior to starting his business. Discuss with students the ways a business plan can help to eliminate uncertainties and provide solutions to common business challenges.
2. Once students have an understanding of business plans and some of the challenges presented by entrepreneurship, give them the following assignment:
 - a. Use the Internet to research business plans. Find several sample plans and review them.
 - b. Also use the Internet to find a business that appeals to you. Study the company's website and consider the challenges the founders may have overcome and the questions they had to answer during the research, creation, and growing phases of the business.
3. Apply what you have learned about the business to create a simple business plan for it. Keep in mind the potential challenges that may have arisen along the way. Also, try to answer the following questions: What suggestions would you make to overcome potential challenges going forward? How do you think having to overcome previous challenges has affected the founders and the business?
4. As an additional exercise, have students present their business plans to the class. Ask students to explain the business they chose and the different aspects that were incorporated into the business plan and why.