**Grade 6: Individuals and Societies**

**Unit 3: Local and Global Markets**

**Formal Formative 2: Creating your own Business**

| **Starting your Business** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Student Name: | | | | | | Company Logo: | | | | | |
| Company Name: | | | | | |
| Product description: | | | | | |
|
|
| **Describe** **where** your product is made (manufactured): | | | | | | List the countries or regions where people use your product: | | | | | |
| **Natural Resources**: **List** all required materials to **produce** and distribute your product: | | | | | | **List** countries needed to **produce** your product (**Natural Resources**): | | | | | |
| **Human Resources:** What employees will you need to create and distribute your product?: | | | | | | List the countries or regions where you will need employees (**Human Resources**): | | | | | |
| Describe your **target customer**  Age Range: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Gender: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Wealth level: \_\_\_\_\_\_\_\_\_\_\_\_\_  Interests: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Target Country/Countries: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Anything else: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | **Describe advertising strategy** to your target customer: | | | | | |
|

| **Supply and Demand** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Define the business term “**demand**" in your own words | | | | | | **Give an example:** | | | | | |
| Define the business term “**supply**" in your own words | | | | | | **Give an example:** | | | | | |
| Define the business term “**shortage**" in your own words | | | | | | **Give an example:** | | | | | |
| Define the business term “**surplus**" in your own words. | | | | | | **Give an example:** | | | | | |
| Define the business term “**tariff**" in your own words | | | | | | **Give an example:** | | | | | |
|
| **Aii: How would supply and demand affect your business? Can you think of an example where your business might have too much or too little of something?** | | | | | | | | | | | |