**Grade 6: Individuals and Societies**

**Unit 3: Local and Global Markets**

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

| **Starting your Business** |
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| Student Name:  | Company Logo: |
| Company Name:  |
| Product description:  |
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| **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: |
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| **Supply and Demand** |
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| 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:** |
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| **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?** |