

Business Owner

Complete the five steps to earn your Business Owner Badge.

1. **Explore a business you might like to start someday:** Running your own business is hard work and requires you to be really passionate about your work. Take a moment to think about a business you would like to open someday.

Answer the following questions about your business:

- What is the name of your business?
- Where will your business be located?
- What service will you provide?
- Will you need to hire employees? How many?
- How will your business give back to your community?

2. **Learn about the basics of running a business:**

Click [here](#) for a virtual tutorial on how to create a business plan and get started making your business dreams a reality!

3. **Find out what kind of support is available for small business owners:**

Join Jessica for a discussion about how you can find support while opening your own business!

4. **Investigate what makes great customer service:** Great customer service is what will set your business apart and encourage customers to always come back.

Read the following scenarios and decide how you would best handle the situation. Remember you always want to be sure the customer feels heard, understood, and appreciated!

Scenario 1: The customer is returning a notebook they purchased because the binding has fall apart.

Scenario 2: Pretend you are calling a customer who did not feel supported while shopping at your store.

Scenario 3: A customer comes in to inquire if you are hiring. Your employee tells the customer no and doesn't answer the customers other questions.

Think about these scenarios and decide how you would handle the situation. Repeat the scenarios above but this time go out of your way to help the customer. Act out these scenarios with an adult or sibling.

5. Understand the importance of consumer research:

Do you enjoy ice cream? A long time ago, you could only get ice cream after 12:00 pm at one local ice cream shop. In time though, consumer research showed that people wanted to be able to buy ice cream at all different times of the day. The local ice cream shop began selling their ice cream by the pint and featuring it at local grocery stores to increase their sales. It worked! Now that the ice cream was easier to find, the companies' profits soared!

Go back to your original business idea. Show your business plan to a sibling or an adult at home and ask them for suggestions of how you could improve your business model. Does this person think your business is worth investing in? Or does this person think your business needs more work?