

Learning Objectives

- Gain an understanding of the benefits and challenges of starting a business
- Explore the pros and cons of start-up options including creating, buying, franchising and joining a family business
- Gain a basic understanding of the business research process
- Begin research on your own industries and business concept

**Business Start-up Options (1)
& Market Research
Session Three**

Date: _____

Due: _____

Class Opener**Instructor Topics**

1. **Overview of Start-up Strategies**
Creating, Buying or Franchising a Business
2. **Franchising**
3. **Taking Over the Family-owned Business**

Guest Speaker**Break**

- Refreshments
- Networking Activity

Work Hour**Assignment for Session Four:**

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|-----------------|--|
| WORKBOOK | Read and Complete Workbook Session 3 |
| WRITE | Using the Writing Your Plan page at the end of Workbook Session 3 as your guide, write Section V.—Part A. Industry Description |
| TEXT | Read Part III: Business Start-up Options (Chapters 13, 14, and 16 through 21 as assigned) |