

**Learning Objectives**

- Explore individual start-up options and special circumstances within your selected industry and business type
- Compare characteristics of your business idea with that of an “Ideal Business”
- Be prepared to write the product / service description for your selected business idea

**Business Start-up Options (2)**  
**Session Four**

Date: \_\_\_\_\_

Due: \_\_\_\_\_

**Class Opener****Instructor Topics**

1. More Start-up Options
2. The “Perfect Business” in the Ideal Business World

**Guest Speaker****Break**

- Refreshments
- Networking Activity

**Work Hour****Assignment for Session Five:****WORKBOOK**      Read and Complete Workbook Session 4**WRITE**              Using the Writing Your Plan page at the end of Workbook Session 4 as your guide, write Section III.—Description of Products/Services**TEXT**                Read all of Part IV: Things to Consider Before You Start (Chapters 22 through 27), and Part V: Managing Your Business (Chapters 28 through 31)