

## Real Market Challenge B1

I can develop a business plan for the market.

Core Entrepreneurial Education



Key Questions for your  
Core Business Plan



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## a) The perfect sandwich



- What should the perfect sandwich look like?
- What will you need for that?
- Make a list of ingredients.

## b) Buy ingredients.



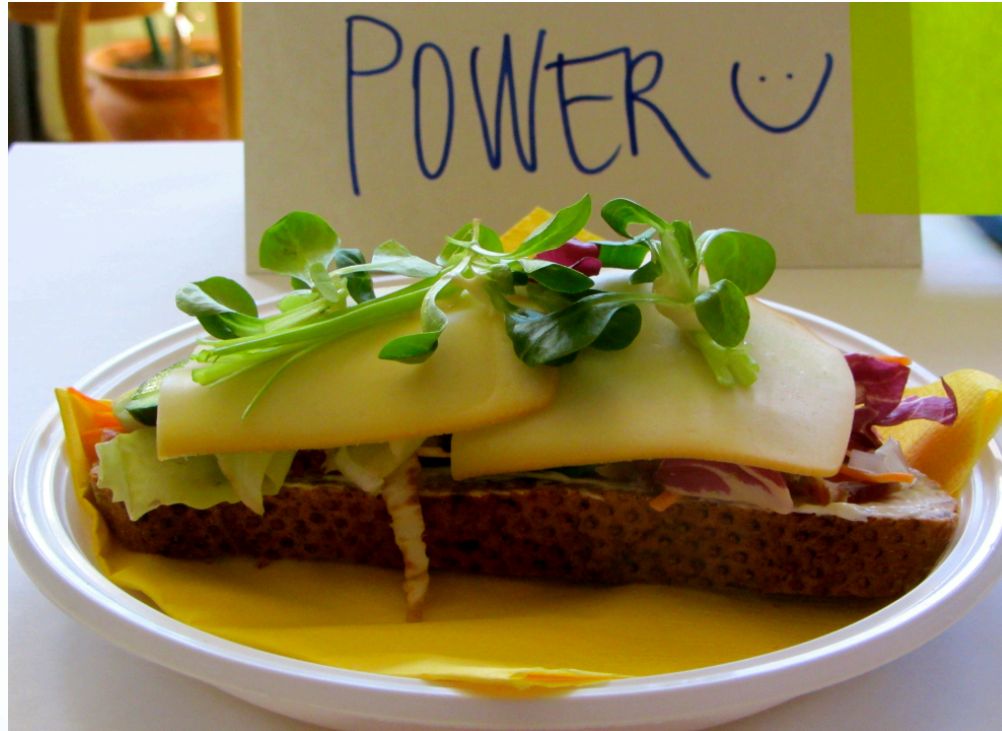
- Where can you buy your ingredients at convenient prices?
- How much money will you be needing?
- Go shopping for ingredients or bring them to class from home.
- Keep your receipts!

## c) Create a prototype.



- Now you have gathered all the necessary ingredients.
- Create your perfect sandwich.
- Come up with a product name for your sandwich.

## d) Calculate the costs per sandwich.



- You know the ingredients you will need for your sandwich. What do these ingredients cost?
- Which costs are easy/difficult to calculate per sandwich?
- What does one sandwich cost?

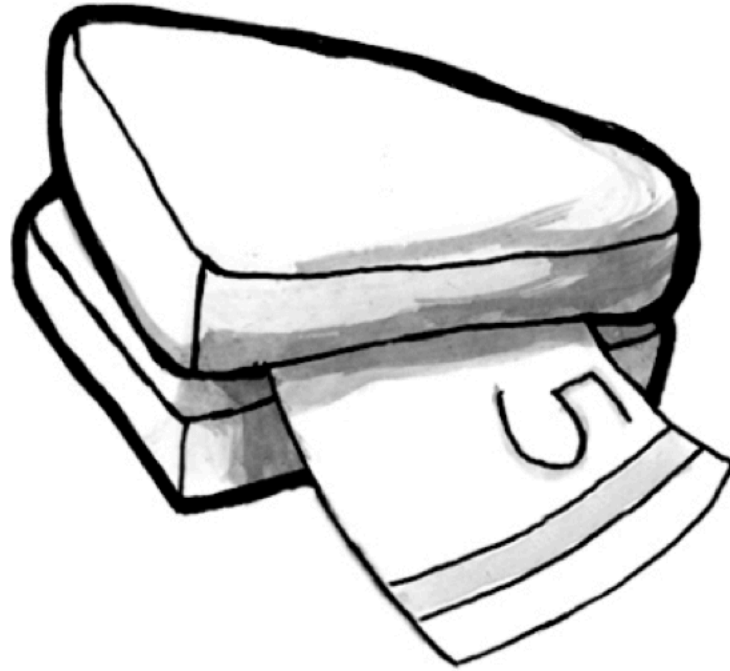
## e) Research the market price for a sandwich.



- Research market prices!
- For how much could you sell one of your sandwiches?

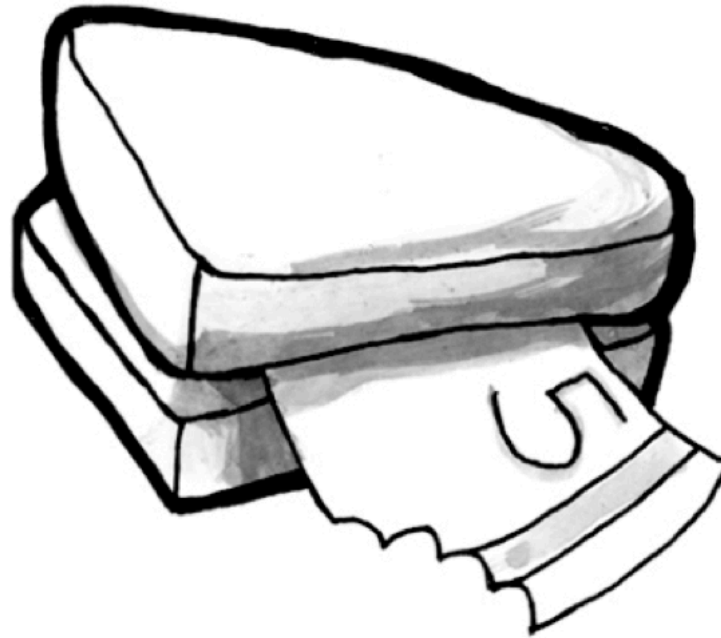


## f) Calculate your earnings.



- Calculate the difference between market price + costs per sandwich.
- Decide on how much you would like to earn a month.
- How many sandwiches would you need to sell for that?

## g) Analyse your calculations.



- Have you considered all costs in your calculations of costs per item?
- Can you sell all the sandwiches you produce?



## h) Plan your next steps.



- Make an ABC-list for all further steps necessary for the business planning of a start-up company.
- Come up with the list together.