Badge Unit Packet

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| **Team #** |  | **Company Name:** |  |

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|  |  |  |  |
| Days missed | | | |

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| --- | --- | --- | --- |
| Job Assignments | | | |
| Financial Manager |  | Designer |  |
| Sales Manager |  | Assistant |  |

**Slogan:**

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|  |

**Logo:**

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| --- | --- |
| At completion of this unit, turn in with this packet: | |
| Part 1 – Job Assignments |  |
| Part 2 – Employee Training |  |
| Part 3 – Target Market |  |
| Part 4 – Production Cost |  |
| Part 5 - Sales |  |
| Part 6 - Analysis |  |
| Employee – Excel Sheet |  |

Job Assignments

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Financial Manager** | | | | | | | **X** |
|  | | | *ALL* | | | Tally up absences on Packet cover every day. |  |
| 1 | | | *Part 1* | | | Open the Business Plan and save properly in X Drive |  |
| 2 | | | *Part 1* | | | Fill out Part 1 with company name and slogan. The logo will come later |  |
| 3 | | | *Part 2* | | | Complete the Employee Excel Training |  |
| 4 | | | *Part 2* | | | Certify that you have completed training on Part 2 of the Business Plan. |  |
| 5 | | | *Part 3* | | | Help your group fill out Part 3, adding 5 of your contacts to the list with their market segmentation. |  |
| 6 | | | *Part 3* | | | Type up a quick market survey in Word and print a copy for each member. |  |
| 7 | | | *Part 4* | | | With the help of your group, enter the prices you would like to charge for each badge type |  |
| 8 | | | *Part 4* | | | Enter projected sales for each type, and also set a goal for how many you personally will sell. You are required to sell at least 1. |  |
| 9 | | | *Part 4* | | | Enter possible badges you might sell in the production cost sheet—pay attention to your profit margin and how much you could make if you are successful in your sales! Share with the group. |  |
| 10 | | | *Part 4* | | | Prepare to start selling for the next three days. You need your ad, receipts, and order forms. Ensure that you understand the collection policy. |  |
| 11 | | | *Part 5* | | | Deposit all money collected into the classroom safe. ONLY YOU can handle the money! |  |
| 12 | | | *Part 5* | | | Prepare packaging: Put all finished badges in labeled envelopes for delivery. |  |
| 13 | | | *Part 6* | | | Do required calculations on the Balance Sheet page |  |
| 14 | | | *Part 6* | | | Print the finished graphs on the Analysis page |  |
| 15 | | | *Part 6* | | | Give input on the group analysis page in this packet. |  |
| 16 | | | *Part 6* | | | Fill out the individual analysis section in this packet. |  |
| 17 | | | *Part 6* | | | Calculate paychecks for each person in your group. Pay Rees the Production Cost amount |  |
| 18 | | | *Part 6* | | | Once ALL BADGES have been manufactured and delivered, disburse paychecks to each member |  |
| 19 | | | *Part 7* | | | Fill out the Group Evaluation Excel sheet. |  |
| **Sales Manager** | | | | | | | **X** |
| 1 | | *Part 1* | | | Help create company slogan and team name | |  |
| 2 | | *Part 1* | | | Sketch logo ideas—other team members may help, but it is YOUR job. | |  |
| 3 | | *Part 2* | | | Complete Employee PowerPoint training | |  |
| 4 | | *Part 2* | | | Complete the logo in PowerPoint and save it to the X drive. | |  |
| 5 | | *Part 2* | | | Certify that you have completed training on Part 2 of the Business Plan. | |  |
| 6 | | *Part 3* | | | Fill out Part 3 in the Business Plan with the help of your group—YOU are the scribe. | |  |
| 7 | | *Part 3* | | | Add 5 of your contacts to the list with their market segmentation. | |  |
| 8 | | *Part 4* | | | Set a goal for how many badges you personally will sell. You are required to sell at least 1. | |  |
| 9 | | *Part 4* | | | Copy and paste your logo into all the locations that call for it in the business plan. \*\*If it is “greyed out” go to Review>Unprotect sheet. Insert the image, then protect the sheet again. | |  |
| 10 | | *Part 4* | | | Set up and print one order form for each team member. Print 3 or 4 pages of the receipts for each member. | |  |
| 11 | | *Part 4* | | | Prepare to start selling for the next three days. You need your ad, receipts, and order forms. Ensure that you understand the collection policy. | |  |
|  | | *Part 5* | | | Enter all sales into Business Plan on each sale day on Part 4. | |  |
| 12 | | *Part 5* | | | Get all designed badges approved by Mrs. Rees once they are glued to the approval sheet in your packet. | |  |
| 13 | | *Part 5* | | | Watch the “How to Make a Badge” video | |  |
| 14 | | *Part 5* | | | Help Assistant make badges by recording losses and getting pieces ready for manufacturing. | |  |
| 15 | | *Part 6* | | | Give input on the group analysis page in this packet. | |  |
| 17 | | *Part 6* | | | Fill out the individual analysis section in this packet. | |  |
| 18 | | *Part 7* | | | Fill out the Group Evaluation Excel sheet. | |  |
| **Designer** | | | | | | | **X** |
| 1 | *Part 1* | | | Help create company slogan and team name | | |  |
| 2 | *Part 1* | | | Help sketch logo ideas | | |  |
| 3 | *Part 1* | | | Type up a quick market survey in Word and print a copy for each member. | | |  |
| 4 | *Part 2* | | | Complete the Photoshop training. (Your training may take much longer than the others) Use the market surveys to help you with your ideas. | | |  |
| 5 | *Part 2* | | | Design three “example” badges of the three types explained in your training. | | |  |
| 6 | *Part 2* | | | Certify that you have completed training on Part 2 of the Business Plan. | | |  |
| 7 | *Part 3* | | | Help your group fill out Part 3, adding 5 of your contacts to the list with their market segmentation. | | |  |
|  | *Part 3* | | | Look over the survey results from each member and begin sketching badge ideas you could design. Lead the group discussion about what badges you could make or offer for sale. | | |  |
|  | *Part 4* | | | Set a goal for how many badges you personally will sell. You are required to sell at least 1. | | |  |
|  | *Part 4* | | | Cut up the receipts printed by the sales manager and distribute them to your team members. | | |  |
|  | *Part 4* | | | Finish all example badge designs and save as a .jpg file to be used in the ads. | | |  |
|  | *Part 4* | | | Prepare to start selling for the next three days. You need your ad, receipts, and order forms. Ensure that you understand the collection policy. | | |  |
|  | *Part 5* | | | Design badges from sales received. Print when ready. | | |  |
|  | *Part 6* | | | Fill out the group analysis page with your group. YOU are the scribe. | | |  |
|  | *Part 6* | | | Fill out the individual analysis section in this packet. | | |  |
|  | *Part 7* | | | Fill out the Group Evaluation Excel Sheet | | |  |
| **Assistant** | | | | | | | **X** |
| 1 | | *Part 1* | | | Help create company slogan and team name | |  |
| 2 | | *Part 1* | | | Help sketch logo ideas | |  |
| 3 | | *Part 1* | | | Get company name and slogan approved by Mrs. Rees | |  |
| 4 | | *Part 2* | | | Complete the Print Shop training | |  |
| 5 | | *Part 2* | | | Finish the ad that includes your company name, slogan, logo, example badges and prices. (Examples and prices may be added later—you have until Part 4 to complete) | |  |
| 6 | | *Part 2* | | | Certify that you have completed training on Part 2 of the Business Plan. | |  |
| 7 | | *Part 3* | | | Help your group fill out Part 3, adding 5 of your contacts to the list with their market segmentation. | |  |
| 8 | | *Part 4* | | | Set a goal for how many badges you personally will sell. You are required to sell at least 1. | |  |
| 9 | | *Part 4* | | | Print a copy of your finished ad for each of your team members to take home to help them sell. | |  |
| 10 | | *Part 4* | | | Prepare to start selling for the next three days. You need your ad, receipts, and order forms. Ensure that you understand the collection policy. | |  |
| 11 | | *Part 5* | | | Cut and paste all badge designs into the packet to be approved by Rees. | |  |
| 12 | | *Part 5* | | | Watch the “How to Make a Badge” video before making any badges | |  |
| 13 | | *Part 5* | | | Make all badges that have been paid for. You will use the machine, while the Sales Manager will get your pieces prepared and record losses. | |  |
| 14 | | *Part 6* | | | Fill out the group analysis page with your group. YOU are the scribe. | |  |
| 15 | | *Part 6* | | | Fill out the individual analysis section in this packet. | |  |
| 16 | | *Part 7* | | | Fill out the Group Evaluation Excel Sheet | |  |

Logo Sketches

*Sketch some ideas for logos. Include a shape, a basic image, and your wording. DO NOT include your slogan as part of your logo.*

*Later you will be using PowerPoint to create one of these logos, so design things that are easily replicated on the computer. You may want to search Google for images you can use.*

Badge Brainstorming

*Sketch some ideas for badges—either as ideas to offer future customers, or in answer to your customer’s requests. Find funny sayings online, great pictures, etc. Your designer will be creating three of these to show as examples, so make sure they are good ones!*

Analysis

*Looking at the graphs you generated on Day 6, answer the questions below as a group.*

1. What was one of the strengths you had as a company?
2. What was one of your weaknesses?
3. If you could do this project again, what would you do differently?
4. What do you think you could have done to sell more badges?
5. What was the most difficult part of this process—the math, the design work, the selling…or something else?

Now, have each member of your group answer the questions below:

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| --- | --- | --- |
| Financial Manager | | |
| 1 | Did you meet your sales goal? Why or why not? What was easy or difficult about it? |  |
| 2 | Do you feel that you were a helpful member of your group? How could you improve? |  |
| 3 | What is the biggest thing you learned in this activity? |  |
| 4 | Did you find your job difficult? Was it explained clearly to you? Is there anything I could do to make it simpler? |  |
| Sales Manager | | |
| 1 | Did you meet your sales goal? Why or why not? What was easy or difficult about it? |  |
| 2 | Do you feel that you were a helpful member of your group? How could you improve? |  |
| 3 | What is the biggest thing you learned in this activity? |  |
| 4 | Did you find your job difficult? Was it explained clearly to you? Is there anything I could do to make it simpler? |  |
| Designer | | |
| 1 | Did you meet your sales goal? Why or why not? What was easy or difficult about it? |  |
| 2 | Do you feel that you were a helpful member of your group? How could you improve? |  |
| 3 | What is the biggest thing you learned in this activity? |  |
| 4 | Did you find your job difficult? Was it explained clearly to you? Is there anything I could do to make it simpler? |  |
| Assistant | | |
| 1 | Did you meet your sales goal? Why or why not? What was easy or difficult about it? |  |
| 2 | Do you feel that you were a helpful member of your group? How could you improve? |  |
| 3 | What is the biggest thing you learned in this activity? |  |
| 4 | Did you find your job difficult? Was it explained clearly to you? Is there anything I could do to make it simpler? |  |