

Entrepreneurship--Haskin
Survey/Business Development Assignment
4 class periods (200 minutes)

<p style="text-align: center;">Objectives:</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> • BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market • 10.1 Complete a needs analysis. • 10.2 Plan the product or service for a business by identifying the resources and costs needed to produce a specific product or service. • 10.3 Prepare a marketing strategy. • 10.4 Describe the business venture in
<p style="text-align: center;">Business Ethics:</p>	<p style="text-align: center;">Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.</p>
<p style="text-align: center;">Number of Class Hours:</p>	<p style="text-align: center;">4 class periods which will equal 200 minutes</p>

Entrepreneurship: Survey – For your Business

Unit 2: Business Idea

Name: _____

Hour: _____

INTRODUCTION

Now that you have read about surveys, discussed surveys and completed a survey with a group, it's time to create a survey for your business. The focus of this survey project will be your small business.

DETAILS

As the owner of a new small business, you want to get to know your customers better so you can effectively market to them. You will be creating a survey for potential customers. You will be responsible for turning in one document that meets the requirements below. You will be attaching your survey to the document. This document must be typed and must meet the requirements outlined below.

1. Define the purpose of your survey. This should include the target market and the information you want to gain as a result of the survey. **BE SPECIFIC!** Maybe you want to know what products to offer, or maybe you want to know what hours to be open. You must type a brief introduction that explains the purpose of your survey.
2. Create a survey using Google Docs – forms. Your survey questions need to meet the purpose of your survey. Make sure you consider the tips in the article about creating a great online survey. Consider also the feedback you received on previous surveys completed. You must attach a copy of the survey.
3. Your survey must be completed by at least 30 potential customers. Those customers must be people who are in your target market. **NOTE:** If you don't plan to have HS students as customers, you can't have HS students take your survey! You must explain, in your typed document, the audience you targeted with your survey (who did you send the survey to?).
4. If you wish to obtain full points for this assignment, you will need to go above and beyond the assignment by also talking individually with potential customers to obtain feedback on your business idea. You need to incorporate the results of these conversations into your document.

After you have obtained at least thirty responses to your survey, you will complete this step.

Please **NOTE:** We haven't gone over this component of the assignment yet ... we are going to focus on getting your surveys out to the public first, then we learn how to analyze survey results.

5. Compile and analyze your survey results. Once you have received your survey, you need to compile the results and analyze them. You must summarize the survey, in your typed document **AND** draw some conclusions.

**Rubric
Market Survey**

	0-6	7-12	13-19	20-25	Your Score
Likert Scale	More than one scale was used throughout the survey.	A scale was used, but not all of the items were easily answered using the scale.	An appropriate scale was used that required users to pick from three responses. The same scale was used throughout the survey.	An appropriate scale was used that required users to pick from five responses. The same scale was used throughout the survey.	
Quality of Items Assessed	There were 6 or less items. The items were unclear and would not provide appropriate information for a market survey.	There were between 7-9 items. A few items were unclear and would require clarification before a response was provided.	There were a total of 10 items, but not 8 were scalable. A few items were unclear and would require clarification before a response was provided.	There were at least 8 scaled items with a total of 10 statements/questions. Items were clearly written and assessed appropriate aspects of the market.	
Survey Format	The survey was missing several of the required elements including a title and directions. Serious restructuring is needed.	The survey was missing several of the required elements including a title and directions. The format was confusing and hard to understand.	The survey was missing a title or directions. The survey format was somewhat confusing.	The survey contained a title and directions. An appropriate font and layout was used. There was a place reserved for recorded responses.	
Spelling/Grammar	There were 8 or more grammatical or spelling errors in the document.	There were fewer than 7 grammatical or spelling errors in the document.	There were fewer than 5 grammatical or spelling errors in the document.	There were fewer than 3 grammatical or spelling errors in the document.	
Total					
Feedback/Comments:					

Advance Co.

Please fill out this questionnaire and place it in the box in our lobby. Thank you.

What is your ethnicity? Select all that apply.

- Hispanic(Hispanic Origin) Asian/ Pacific 3
 4 5

Please select gender:

- Male Female

How did we do today?

- Courteous? Yes | No
Informative? Yes | No
Prompt and efficient? Yes | No

Please rate the quality of our products.

- 1 2 3 4 5

Disappointing Exceptional

Please rate the quality of your purchase.

- 1 2 3 4 5

Disappointing Exceptional

Was our store clean and orderly?

- 1 2 3 4 5

Disappointing Exceptional

Please rate your overall experience.

- 1 2 3 4 5

Disappointing Exceptional

How frequently do/ would you visit our store?

- 3-5 times per month 1-2 times per month
 Once every 2 months

Advance Co.

How Are We Doing?

We are committed to providing you with the best dining experience possible, so we welcome your comments. Please fill out this questionnaire and place it in the box in our lobby. Thank you.

Please rate the quality of the service you received from your host.

- 1 2 3 4 5

Disappointing Exceptional

Please rate the quality of the service you received from your server.

- 1 2 3 4 5

Disappointing Exceptional

Was your server...

- Courteous? Yes | No
Informative? Yes | No
Prompt and efficient? Yes | No

Please rate the quality of your entree.

- 1 2 3 4 5

Disappointing Exceptional

Please rate the quality of your beverage.

- 1 2 3 4 5

Disappointing Exceptional

Was our restaurant clean?

- 1 2 3 4 5

Disappointing Exceptional

Please rate your overall dining experience.

- 1 2 3 4 5

Disappointing Exceptional

How frequently do you visit our restaurant?

- 3-5 times per month 1-2 times per month
 Once every 2 months Other

Continued

Continued

Do you plan to return to our store?

Yes | No

Do you plan to return to our restaurant?

Yes | No

Would you recommend our store to a friend?

Yes | No

Would you recommend our restaurant to a friend?

Yes | No

Advance Co.

[Address]
City, ST ZIP Code
[Phone]
[Website]

Advance Co.

[Address]
City, ST ZIP Code
[Phone]
[Website]

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Market Survey**

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Likert Scale	More than one scale was used throughout the survey.	A scale was used, but not all of the items were easily answered using the scale.	An appropriate scale was used that required users to pick from three responses. The same scale was used throughout the survey.	An appropriate scale was used that required users to pick from five responses. The same scale was used throughout the survey.	25
Quality of Items Assessed	There were 6 or less items. The items were unclear and would not provide appropriate information for a market survey.	There were between 7-9 items. A few items were unclear and would require clarification before a response was provided.	There were a total of 10 items, but not 8 were scalable. A few items were unclear and would require clarification before a response was provided.	There were at least 8 scaled items with a total of 10 statements/questions. Items were clearly written and assessed appropriate aspects of the market.	25
Survey Format	The survey was missing several of the required elements including a title and directions. Serious restructuring is needed.	The survey was missing several of the required elements including a title and directions. The format was confusing and hard to understand.	The survey was missing a title or directions. The survey format was somewhat confusing.	The survey contained a title and directions. An appropriate font and layout was used. There was a place reserved for recorded responses.	25
Spelling/Grammar	There were 8 or more grammatical or spelling errors in the document.	There were fewer than 7 grammatical or spelling errors in the document.	There were fewer than 5 grammatical or spelling errors in the document.	There were fewer than 3 grammatical or spelling errors in the document.	25
Total					100

Feedback/Comments:

Stephanie, this was the best survey out of all of the classes. You implemented a very clean design, with informative questions. There were no major grammatical errors noticed. I liked that it would be very easy to fill out and it was not intimidating to a potential customer. What usually drives people away from filling out a survey is that it usually appears imposing. Great job!