

JUNIOR BUSINESS OWNER BADGE

Badge Purpose: When girls have earned this badge, they'll know the basic steps to plan and create a new business.

Activity Plan Length: 1.5 hours

Time	Activity	Materials Needed
15 minutes	Getting Started <ul style="list-style-type: none"> Girls recite the Girl Scout Promise + Law. 	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
30 minutes	My Own Business <ul style="list-style-type: none"> Girls explore businesses they might like to start someday and learn about the importance of customer research. 	<input type="checkbox"/> "My Business Worksheet" (one per girl) <input type="checkbox"/> Writing utensils <input type="checkbox"/> Coloring utensils <input type="checkbox"/> Paper
15 minutes	Business Basics <ul style="list-style-type: none"> Girls learn the basics of running a business. 	<input type="checkbox"/> A variety of products (familiar to the girls)
15 minutes	Snack Chat <ul style="list-style-type: none"> Girls enjoy a healthy snack while investigating what makes great customer service. 	<input type="checkbox"/> Juice boxes <input type="checkbox"/> Individually wrapped fruit cups <input type="checkbox"/> Spoons
10 minutes	Support Your Business <ul style="list-style-type: none"> Girls find out what kind of support is available for small business owners. 	<input type="checkbox"/> Dictionary <input type="checkbox"/> "My Business Worksheet" (from Activity #1) <input type="checkbox"/> Paper <input type="checkbox"/> Writing utensils
5 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends song lyrics poster

Getting Started

Time: 15 minutes

Materials Needed: (Optional) Girl Scout Promise and Law poster

Welcome everyone to the meeting, recite the Girl Scout Promise and Law.



Activity #1: My Own Business

Time: 30 minutes

Badge Connection: Step 1 — Explore businesses you might like to start someday; Step 5 – Understand the importance of customer research

Materials Needed: “My Business Worksheet” (one per girl); writing utensils; paper; coloring utensils

Prep Needed:

- Make copies of the “My Business Worksheet” (at the end of this activity plan).
1. Hand out the worksheet, a sheet of paper, and a writing utensil to each girl. They should each fill out the worksheet and sketch their product. Encourage them to use their imaginations!
 2. Give them fifteen minutes to develop their ideas. Have the girls further develop their ideas and problem solve with each other if they need help completing their worksheet.
 3. Once their worksheet is complete, give each girl a chance to share her business idea with the group. Ask the girls to share their feedback using the following questions:
 - How does the title of your business align with the product your business offers?
 - What does your product have to offer customers?
 - Does this product currently exist?
 - What type of advertising do you plan to implement?
 - How did you set the price for your services or products?
 - Are these prices competitive with what is currently on the market?

Activity #2: Business Basics

Time: 15 minutes

Badge Connection: Step 2 – Learn the basics of running a business

Materials Needed: A variety of products familiar to the girls

Prep Needed:

- Gather products sold in stores that the girls would be familiar with (candy, toys, clothing, etc.).
1. Set out the products you brought with you for the girls to look at.
 2. One by one, show the girls a product and ask the following questions:
 - What is the name of the product?
 - Where can you buy this product?
 - What advertisements have you seen for this product?
 - What specific things in the advertisements make you want to buy this product?
 - Have you ever purchased this product?
 - Do you think it is fairly priced?
 3. After the girls have talked about all of the products, break them into small groups and have them create a 30-second commercial for the product.

Activity #3: Snack Chat

Time: 15 minutes

Badge Connection: Step 4 — Investigate what makes great customer service

Materials Needed: Juice boxes; individually wrapped fruit cups; spoons

Prep Needed:

- Take the straws off of the juice boxes.
1. Hand the girls their juice boxes (with the straws taken off) and fruit cups (don't give them spoons yet!) When the girls ask for the straws, tell them you will put them “on hold” for a few minutes. Ask them to wait or try



and figure out how to drink the juice just the way it is. Give them the “run around” instead of fixing the problem. When the girls ask for the spoons, hand them out right away and allow them to eat their snack.

2. After the girls have finished their snack, ask the following questions:
 - How did you feel when I wouldn’t give you the straws right away?
 - Was it frustrating to try and figure out how to drink the juice without the straw?
 - Were you happy when I gave you the spoon right away?
 - How do you think this activity relates to customer service?
 - Is it important to have customer service?

Activity #4: Support Your Business

Time: 10 minutes

Badge Connection: Step 3 — Find out what kind of support is available for small business owners

Materials Needed: Dictionary; “My Business Worksheet” (completed in Activity #1); paper; writing utensils

1. Instruct the girls to look up the definition to the following words:
 - Loan
 - Credit
 - Grant
 - Funding
 - Finance
 - Taxes
 - Bank
2. After they’ve looked up the definitions, ask them in what ways the terms can help or hinder them to start a new business.
3. Using their individual “My Business Plan Worksheets,” have them write the steps they should take to start a new business and how they plan to finance their product.

Wrapping Up

Time: 5 minutes

Materials Needed: (Optional) Make New Friends song lyrics poster

Close the meeting by singing Make New Friends and doing a friendship circle.

More to Explore

- Field Trip Ideas:
 - Visit a local credit union or bank.
 - Visit the Chamber of Commerce.
 - Visit a local small business.
- Speaker Ideas:
 - Invite a small business owner to talk about running a business.
 - Invite the Chamber of Commerce to talk about starting a business in your community.



My Business Worksheet

Name of my business:

Description of my business:

The product or service my business sells or provides:

People who are most likely to be customers of my business:

Possible prices for my product or service:

My business's mission statement:

