

Name:

Date:

Class:

Launch Analysis

Skill:

- Analysis (AN)

Time on Task:

- 5–10 minutes

Goal/Purpose:

- The goal of this activity is to familiarize yourself with and explore the various methods for starting a business.

You will be assigned to a group to research one of the following options for starting a business. Answer the corresponding questions only for your group, and prepare to present your responses to the class. After each presentation given by your classmates, you will have the opportunity to discuss what you have learned and add additional content to your answers based on your peers' presentations. After all groups have presented, answer the conclusion question at the end of the activity.

Group 1: Franchise businesses

1. What advantages do you feel you would have?

Answer:

2. Are there disadvantages to owning a franchise?

Answer:

Group 2: Existing businesses

1. Prepare a list of advantages of buying an existing business.

Answer:

2. Create a list of the disadvantages of buying an existing business.

Answer:

Group 3: Family businesses

1. Analyze the advantages of taking over a family business.

Answer:

2. Prepare a list of disadvantages of continuing ownership of a family business.

Answer:

Conclusion

1. Now that you have researched business start-up options and listened to presentations on the three options for starting a business which start-up method do you prefer for your business and why?

Answer: