

## Links to Helpful Business and Marketing Plan Materials

(Updated: July 16, 2017)

The links below provide Micro-Enterprise Credential teachers and students with resources that will help students develop effective business and marketing plans. These links offer materials that take a number of different approaches, so that teachers and students can work together to find materials that work the best for them.

*None of these materials are required – they are included simply to provide teachers and students with more options.*

### Marketing Plan Template and Guide

<https://www.business.gov.au/info/plan-and-start/templates-and-tools/marketing-plan-template-and-guide>

### US Small Business Administrative (writing Business Plan)

<https://www.sba.gov/starting-business/write-your-business-plan>

**Louisiana Small Business Development Center** - the LSBDC has centers and consultants all across the state and would be delighted to speak at any school. They are funded by the government. State Director: Rand Kessler

<https://www.lsbdc.org/>

### Louisiana Economic Development

<https://www.opportunitylouisiana.com/>

### Start up business plan guidelines and rubric-DECA:

[https://www.deca.org/wp-content/uploads/2014/08/HS\\_ESB\\_Guidelines.pdf](https://www.deca.org/wp-content/uploads/2014/08/HS_ESB_Guidelines.pdf)

### DECA guide for school-based enterprises

[https://www.deca.org/wp-content/uploads/2014/08/hs\\_sbe\\_Guide\\_for\\_Managing.pdf](https://www.deca.org/wp-content/uploads/2014/08/hs_sbe_Guide_for_Managing.pdf)

### Other Sources:

<https://www.cteonline.org/curriculum/lessonplan/creating-your-business-plan/2JrBhN>

[http://www.entre-ed.org/Standards\\_Toolkit/](http://www.entre-ed.org/Standards_Toolkit/)

<https://cete.osu.edu/sites/cete.osu.edu/files/resources/pace/sample-b1-developing-your-business-plan.pdf>

<http://www.nfib.com/content/resources/business-plans/>

<http://mhs.mcisd.net/apps/events/2013/12/18/1640011/?id=u376611>

<http://bizkids.com/wp/wp-content/uploads/Kids-Business-Plan.pdf>

<http://www.sd282.org/curriculum/curr/docs%5CSocialStudies%5CSecondary%5CGrade12-Economics%5CAssessment%5CPerformance-EntrepreneurialBusinessPlan.pdf>

<https://www.va.gov/osdbu/docs/vepBusinessPlanOutline.pdf>