**Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_ Hour:\_\_\_\_\_**

**Using the knowledge you have gained from Chapter 5 Section 3 design a business/corporation of your own. Complete the following tasks on the large white drawing paper using colored pencils/markers.**

**Side One**: Brainstorming.

1. Create and name a company. Invent a main product line produced by the company.
2. Brainstorm with your group creating a *word web* that contains all of the products related to manufacturing, packaging, selling, and bringing your product to market.
3. Make a list of All Fixed Costs associated with your business.
4. Make a List of all Operating Costs associated with your business.

**Side Two**: Fold your poster or draw a line on it creating two sides.

On one half, using your product and company from the brainstorming exercise, graphically illustrate a horizontally integrated business model. Be thorough and artistic.

On the other half, using your product and company from the brainstorming exercise, graphically illustrate a vertically integrated business model.

Be thorough and artistic.