**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** (Day 1): Brainstorming.

1. Create and name a company. *Invent* a main product line produced by the company.
   1. New Inventions do not have to actually work – Just an idea is ok.
   2. Name _______________________________________________ Date ______________________


      Cluster/Word Web 1
      Write your topic in ...If you can’t think of something new, invent an improvement to something you already love.
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** (Day 2-4): Business Model

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. Be artistic.