Today you worked on creating a business plan to open a restaurant. You payed bills with money earned from answering questions and working within your group.

What did you learn about how money is used when starting and running a business and how will this help you in your future?
Ja Our City

Rece-Ps Business Plan Placemat

Entrepreneurs open new businesses to serve the people in the community. They also want their businesses to earn money. You and your team are going to start a business—a restaurant. By sharing excitement about your business with family, friends, and the city, you spread the news about your restaurant.

**PRODUCT**
What job role would work with your product the most? Write it here.

What will you serve? Do customers in Ja Our City like Italian, Indian, Mexican, American, or Asian food? Or another type of food?

**PLACE**
What job role would work with the place the most? Write it here.

Where should the restaurant be? Find the best place on the City Map and circle it.

**PRICE**
What job role would work with price the most? Write it here.

What will you charge for a meal? If you charge more than other restaurants, will people buy your food? Look at the front of the placemat for pricing ideas.

**PEOPLE**
What job role would work with people the most? Write it here.

Who will you hire first? Cooks? Servers? Dishwashers? What skilled jobs will your restaurant need?

**PROMOTION**
What job role would work with promotion the most? Write it here.

What should your customers know about the restaurant? Draw a symbol or logo that will encourage people to eat at your restaurant.