Today you worked in groups to start a business. We talked about resources needed to start your business and where they can be found. After determining a business, you worked on how you could market or advertise your business.

What did you discover about what you can do as a business owner to bring your goods or services to the market? How will this help you in your future?
JA Our Region®

Name ____________________________________________

JA Our Region® is a Junior Achievement program designed to show you how regions contain resources and how entrepreneurs use those resources to make and sell the goods and services people need and want.

Box 1: What businesses could you start using the resources on your card?

Box 2: Brainstorm possible names for your new business.

Box 3: Think of ways you could advertise your business to the community. On the back of your flier, draw a picture of your advertisement, or create a song, slogan, or Web page.

Vocabulary to Know

- **Entrepreneur**: A person who uses resources to start a business
- **Region**: Any geographic area, place, or space
- **Resource**: Something that is used to produce a good or service
- **Capital resources**: Buildings, tools, machines, and money that businesses use
- **Human resources**: People who do the work that businesses need
- **Natural resources**: Things that occur naturally, such as air, water, minerals, and trees
- **Goods**: Items that can be bought or sold
- **Services**: Work done for others, such as haircuts or car repairs
Advertise Your Business

Draw your advertisement here. You also can create a song, slogan, or Web page design.

Find out more about Junior Achievement at www.ja.org