



Student Vendor Resource Packet

Business Name: _____

Business Owners/Partners (that's you!) : _____

PART 1: BUSINESS PLAN

1. My Business Idea

What product or service are you selling?

2. Target Customers

Who will buy your product? (age, interests, needs)

3. Unique Selling Point (USP)

What makes your product special or different?

4. Pricing

How much will you charge?

\$_____ per item

Why did you choose this price?

5. Costs & Profit

List what you need to make your product:

Item Needed	Cost per item	Number of item needed	Total Cost

Overall Total Cost: \$_____

How much money will you make (profit)?

6. Marketing Plan

How will people learn about your business?

- Posters
- Flyers
- Social Media
- Word of Mouth
- Other: _____

Explain your plan:

PART 2: LOGO & BRAND DESIGN

Business Name:

Brand Colors (list 2–3):

Draw Your Logo:

(Use the space below)

PART 3: VENDOR BOOTH DESIGN

Sketch Your Booth Setup (Label where items will go):

Booth Checklist:

- Table / Table covering
- Sign with business name
- Prices displayed
- Products organized
- Decorations

PART 4: MARKETING IDEAS

Create a Slogan:

(short, catchy phrase)

Advertisement Idea:

(draw or describe a poster/flyer)

PART 5: SALES SKILLS PRACTICE

Write Your Sales Pitch (What will you say to customers?):

“Hi! _____

_____”

*Tip: Greet **every** person who walks past your booth. If you are not actively selling a product, stand outside of your booth to capture people’s attention.*

Practice Checklist:

- Smile
- Eye contact
- Clear voice
- Friendly attitude

PART 6: COMMUNICATION SKILLS

How will you respond if a customer asks a question?

What will you do if a customer says “no thanks”?

FINAL CHECKLIST

- Business plan complete
- Logo finished
- Booth design ready
- Product ready
- Prices set
- Sales pitch practiced

REFLECTION

What did you learn from this project?

What would you improve next time?

 Great job building your business!