

CADETTE BUSINESS PLAN BADGE

Badge Purpose: When you've earned this badge, you'll know how to write an effective business plan for your cookie business.

Activity Plan Length: 1.5 hours

Time	Activity	Materials Needed
15 minutes	Getting Started <ul style="list-style-type: none"> Begin the meeting by reciting the Girl Scout Promise + Law 	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
10 minutes	Cookies on a Mission <ul style="list-style-type: none"> Write your mission statement for your cookie business. 	<input type="checkbox"/> Cookies on a Mission worksheet (one per girl) <input type="checkbox"/> Writing utensils
30 minutes	Goal for It! <ul style="list-style-type: none"> Develop S.M.A.R.T. goals and an action plan. 	<input type="checkbox"/> Goal for It! worksheet (one per girl) <input type="checkbox"/> Writing utensils
20 minutes	Where are the Customers? Snack Chat <ul style="list-style-type: none"> Plan ways to reach customers and get feedback on your business plan while enjoying a healthy snack. 	<input type="checkbox"/> Paper <input type="checkbox"/> Writing utensils <input type="checkbox"/> Healthy snack
15 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends lyrics poster

Getting Started

Time: 15 minutes

Materials Needed: (Optional) Girl Scout Promise and Law poster

Welcome everyone to the meeting, recite the Girl Scout Promise and Law.

Activity #1: Cookies on a Mission

Time: 10 minutes

Badge Connection: Step 1 – Write your mission statement and business goals

Materials Needed: Cookies on a Mission worksheet (one per girl); writing utensils

Prep Needed:

- Print off copies of the Cookies on a Mission worksheet (at the end of the activity plan).



1. The first thing your cookie business plan needs is a mission statement. A mission statement is a short, clear description of your business's purpose. Businesses large and small use these questions when writing their mission statements, and you can too:
 - What do we do?
 - How do we do it?
 - Whom do we do it for?
 - What value do we bring?
2. Use the Cookies on a Mission worksheet at the end of the activity plan to write a short statement of your mission for your cookie business.

Activity #2: Goal for It!

Time: 30 minutes

Badge Connection: Step 3 – Get into the details and Step 4 – Make a risk management plan

Materials Needed: Goal for It! worksheet (one per girl); writing utensils

Prep Needed:

- Print off copies of the Goal for It! worksheet (at the end of the activity plan).
1. Nothing is impossible if we dream big, right? Only if we have a plan with goals! The next step in creating your business plan is to develop S.M.A.R.T. goals to achieve your cookie business dreams. A S.M.A.R.T. goal is:
 - **Specific:** What exactly will you do?
 - **Measurable:** How will you know if you meet your goal?
 - **Achievable:** Is there anything that can stop you?
 - **Relevant:** What about your goal makes it important to you?
 - **Timely:** When do you want to complete your goal?
 2. Read the sample goals below aloud with the troop to see if you can tell which ones are S.M.A.R.T. goals and which are ordinary goals based on the S.M.A.R.T. questions above.
 - I will get good grades.
 - I will eat healthy.
 - I will read for 20 minutes each day.
 - I will turn in my homework on time for the rest of the year.
 - I will make a new friend.
 - I will eat a fruit and vegetable every day for one month.
 - I will be more active.
 - I will learn karate by taking lessons in February.

Which goals are more likely to be accomplished from this list? For the ordinary goals, how can you edit them to be S.M.A.R.T. goals? What's missing?
 3. What does your troop want to do with your cookie money? How much will it cost? Can you set smaller sales goals to help you reach your team's larger goal? Keep the big picture in mind and make a plan that works for the whole troop to achieve your goals. Use the Goal for It! worksheet at the end of this activity plan to write your S.M.A.R.T. goals.
 4. While you're planning, take some time to think about the logistics of your cookie sale. Are you doing cookie booths? Will you need decorations and signs for the booths? Who's going to do what? Use the handout to help you sort out and record these details.
 5. A good business plan also has a risk management plan included in it. Risk management means assessing what could go wrong with your cookie sale (the risks), and making a plan for preventing those things from happening, or making a back-up plan (how you will manage any potential problems). Write your risk management ideas on the worksheet.



Activity #3: Where are the Customers? Snack Chat

Time: 20 minutes

Badge Connection: Step 2 – Increase your customer base and Step 5 – Get expert feedback on your plan

Materials Needed: Paper; writing utensils; healthy snack

1. Customers are the most important part of your cookie business! Without them, you wouldn't get very far with sales. So, where are they?
2. While having a healthy snack, talk about the following questions:
 - Where will you sell cookies this year?
 - Are there new sites where you could have a cookie booth?
 - Are there new events in your area that could support a cookie booth?
 - How will you reach previous customers? Will you use social media?
 - Don't forget to make a plan to thank your customers!
3. Next, brainstorm people you could ask to review your business plan and offer suggestions to you for improving it.
 - Do you know someone who runs her own business?
 - Can you connect with older Girl Scouts or girls from another troop who have sold cookies before?
 - Share your individual selling goals and action plan steps with the troop for feedback from each other.

Wrapping Up

Time: 15 minutes

Materials Needed: (Optional) Make New Friends song lyrics poster

Close the meeting by singing Make New Friends and doing a friendship circle.

More to Explore

- Field Trip Ideas:
 - Visit a small business and interview the owner or CEO about their business plan process.
- Speaker Ideas:
 - Invite a small business owner to visit your group and share how they got their idea off the ground with a business plan. Ask lots of questions!
 - Invite someone from a strategic planning consulting group to talk to your group about mission statements and goal-setting.



Cookies on a Mission Worksheet

Answer these questions about your cookie business in the spaces below:

What do we do?	How do we do it?
Whom do we do it for?	What value do we bring?

Now write your cookie business mission statement!

Goal for It! Worksheet

Write your goals in the spaces below:

<p>My goal for selling cookies is:</p>	<p>S.M.A.R.T. goal checklist:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Specific <input type="checkbox"/> Measurable <input type="checkbox"/> Achievable <input type="checkbox"/> Relative <input type="checkbox"/> Timely
<p>My troop's goal for selling cookies is:</p>	<p>S.M.A.R.T. goal checklist:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Specific <input type="checkbox"/> Measurable <input type="checkbox"/> Achievable <input type="checkbox"/> Relative <input type="checkbox"/> Timely

Write the steps required to achieve your goals below:

Action	Who is doing it?

Make a Risk Management Plan addressing the following questions:

<p>What can go wrong?</p>	
<p>What can you do to keep this from happening?</p>	



What plans need to be in place if things don't go as you expected?

