

Retail BizPrep

Welcome Letter

Business CEO:

We are looking forward to your school's visit to *JA BizTown* and hope that you and your team are as well. We know you are learning a lot about operating your own business and handling your own finances. Before long, you will be able to put your knowledge to work and, hopefully, see success for both yourself and your business.

You will find many important papers in this BizPrep Packet. All pages must be completed before coming to *JA BizTown* and must be brought with you on the day of your onsite visit. There are also several tasks to be completed in preparation for your visit. **Please use the checklist below to assure that all paperwork and tasks are completed and checked for accuracy.**

____ Business Cost Sheet

____ Loan Application

____ Newspaper Ad

____ Radio Ad

____ Philanthropy Pledge Sheet

____ Employee Checkbooks*

____ Employee Name Tags (optional)

**Completed checkbooks should be placed in the BizPrep envelope with the other paperwork.*

Your signature at the bottom of this page indicates that your business team is ready for business. Thank you for handling this responsibility!

We look forward to seeing you soon,



Lena Yarian
President, JA of Northern Indiana

Our business has prepared each of the
above items:

CEO'S Signature

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Business Cost Sheet

SALARIES

Student Name (First and Last Name)	Account #	Break	Salary	Periods	Total Salary
CEO _____	227	Yellow	\$9.00	X 2 = _____	
CFO _____	228	Red	\$8.50	X 2 = _____	
Designer 1 _____	229	Green	\$8.00	X 2 = _____	
Designer 2 _____	230	Yellow	\$8.00	X 2 = _____	
Marketing Manager _____	231	Red	\$8.00	X 2 = _____	
Sales Associate 1 _____	232	Red	\$8.00	X 2 = _____	
Sales Associate 2 _____	233	Yellow	\$8.00	X 2 = _____	
Store Manager _____	234	Green	\$8.00	X 2 = _____	

NOTE: The above assigned account number MUST be the same account number written on the front of the citizen checkbook.

Section A: Total Salaries \$ _____

OPERATING COSTS

Advertising	(\$6 to Newspaper, \$6 to Broadcast)	\$12.00
Healthcare	(\$5 to Healthcare)	\$5.00
Leadership Development	(\$3 to Leaders Institute)	\$3.00
Taxes	(\$5 to City Hall)	\$5.00
	- <i>Personnel Taxes, Property Taxes</i>	
Professional Services	(\$12 to Professional Office)	\$12.00
	- <i>Building Lease, Insurance, Accounting, Commercial Auto Lease</i>	
Philanthropy	(\$2 to Science & Industry)	\$2.00
Staff Enrichment	(\$4 to Sports Marketing or Entertainment)	\$4.00
Supplies	(\$7 to Supply Center)	\$7.00
	- <i>First Supply Order \$5, Supply Reorders up to \$2</i>	
Utilities	(\$5 to Utility Company)	\$5.00

Section B: Total Operating Costs \$ _____

TOTAL BUSINESS COSTS:
(Salaries plus Operating Costs)

\$

A + B

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Loan Application

BUSINESS INFORMATION

Business name: _____

Do you provide a good or a service? _____

*Use the information on the **Business Cost Sheet** to complete this application.*

EMPLOYEE INFORMATION

Number of employees: _____

Total of All Salaries: \$_____ Line 1

Transfer from Business Cost Sheet: Section A

OPERATING COSTS INFORMATION

Total Operating Costs: \$_____ Line 2

Transfer from Business Cost Sheet: Section B

TOTAL BUSINESS COSTS

Total Business Costs: \$_____ Line 3
Line 1 + Line 2

TOTAL INTEREST AMOUNT

(Multiply 5% times the **Total Business Costs**)

\$_____ Line 4
Line 3 x .05

TOTAL AMOUNT DUE

(Total Business Cost + Total Interest Amount)

\$_____ Line 5
Line 3 + Line 4

As a representative of the above named business, I agree to repay the Total Amount Due, which includes both the loan amount requested plus interest. I certify that the above information is correct to the best of my knowledge.

(CEO's Signature)

TO BE SIGNED BY BANK CEO AT JA BIZTOWN

Circle One: Approved Denied

(Bank CEO's Signature)

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Newspaper Advertisement

Your business needs to create a business advertisement for the *JA BizTown* newspaper. On the day of the visit, the newspaper staff will collect this advertisement from your business. The newspaper editor may need to edit your ad to fit into the newspaper.

Using no more than **10-15 words**, write a descriptive advertisement for your business. Be creative!

Note: You may not know what products/services you are providing until you arrive at *JA BizTown*. Take this opportunity to advertise the quality characteristics of your business. Let people know what a great staff/business you will be running so they know why they should visit your business.

NEWSPAPER EDITOR:

Type this advertisement on
Layout Page 4.

_____ Completed

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Radio Advertisement

Create a 30-second radio commercial for your business. On the day of the visit, the Broadcast staff will collect this advertisement from your business so that it can be read on air by the DJ.

Time: 30 seconds (approximately 110 words)

Note: You may not know what products/services you are providing until you arrive at *JA BizTown*. Take this opportunity to advertise the quality characteristics of your business. Let people know what a great staff/business you will be running so they know why they should visit your business.

BROADCAST DJ:

_____ Read On Air

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Philanthropy Pledge

Good citizens are people who accept their share of responsibility for making their community a better place. Citizens can help by donating their time (volunteering), talent (skills), and treasure (money) to charitable organizations.

JA BizTown citizens have the opportunity to give back as individuals and as a business group to a worthy JA BizTown non-profit organization. On the day of the visit, the Non-Profit Director will collect this pledge sheet and invoice your business for \$2.00 in financial support.

PHILANTHROPY PLEDGE

(Business Name)

***My employees are aware of the mission of
non-profit organizations and their role in the community.
Our business pledges \$2.00 to support a non-profit organization.***

CEO's Signature: _____

Employees' Signatures: _____

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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Business Overview

Retail store dedicated to marketing, selling, and producing quality designed products.

<p>CEO</p> <ol style="list-style-type: none"> 1. Submits Loan Application to bank. 2. Oversees business operations and makes business decisions. 3. Opens Utility account. 4. Distributes business supplies. 5. Prepares and sends Staff Development invoices. 6. Signs Insurance Policy and Lease Agreement. 7. Completes the Investment Application. 8. Prepares and gives speech at the Opening Town Meeting, if time permits. 	<p>CFO</p> <ol style="list-style-type: none"> 1. Places supply order and reorder, if needed. 2. Submits online request for business loan. 3. Inputs employee payroll information. 4. Processes business payroll. 5. Prepares direct deposit enrollment paperwork. 6. Completes Loan Promissory Note. 7. Makes business expense payments. 8. Submits business deposits. 9. Makes business loan payments and tracks loan payoff progress.
<p>DESIGNER</p> <ol style="list-style-type: none"> 1. Researches design process. 2. Designs patterns to achieve the Vera Bradley brand vision. 3. Surveys opinions of others on design patterns. 4. Submits designs for final approval. 5. Assists customers with creating custom designs. 	<p>MARKETING MANAGER</p> <ol style="list-style-type: none"> 1. Reviews Staff Enrichment package options with business leaders. 2. Prepares redemption tickets and delivers Staff Enrichment packages to businesses. 3. Collects returned redemption tickets. 4. Conducts end-of-day prize drawing.
<p>SALES ASSOCIATE</p> <ol style="list-style-type: none"> 1. Works with Store Manager to determine product prices. 2. Assists Store Manager with setting up Point of Sale system. 3. Prepares sales area with product display. 4. Greets customers, assists them with sales, and processes payments for sale of products. 5. Takes precautions to avoid inventory loss. 6. Works with Store Manager to reorder additional inventory, if needed. 	<p>STORE MANAGER</p> <ol style="list-style-type: none"> 1. Ensures retail staff keeps store image and organizational standards. 2. Works with CEO to determine product prices. 3. Sets up Point of Sale system. 4. Prepares sales area with product display. 5. Greets customers, assists them with sales, and processes payments for sale of products. 6. Takes precautions to avoid inventory loss. 7. Works with CFO to reorder additional inventory, if needed.