

Dear Parents,

As part of our fifth grade financial literacy study, students will do research with a partner creating their own fictional business to be displayed on a poster board. Students *will be required* to fill out the following **templates** in class:

- Handout A: Business Proposal
- Marketing Plan: Customers and promotions
- Marketing Survey: Sample to determine demand
- Advertising: Flyers and business cards
- Poster Board: Final demonstration of business

Students will be graded on full completion of the above requirements. The final project is the poster board where students must obtain a short tri-fold board (approximately 27 X 40) which can display the above criteria. These poster boards will be kept in school and worked on in class. Students must have poster boards 4 weeks before the Expo. The outline AND timeline for this project will be handed out to the students. We are asking that parents please review the attached timeline as well.

Students will participate in an afternoon Business Expo from 1:00–2:15. Parents are invited to attend, and we hope this will be an exciting experience for you and your child.

Sincerely,

The Grade 5 Team

Please sign below to acknowledge that your child has shared and discussed this letter and the attached timeline with you.

Child's Name

Parent Signature

Timeline for Business Expo Project

Groups of two will be working to complete the following tasks:

	<u>Due Date</u>
<i>Item A:</i> Handout A (Business Proposal)	May 8th
<i>Item B:</i> Marketing (customers & promotions)	May 15th
Marketing Survey	May 15th
<i>Item C:</i> Advertising (Flyers & Business cards)	May 22nd
<i>Item D:</i> Poster board Rough Draft	May 22nd
<i>Item E:</i> Poster board Final	June 8th
<i>BUSINESS EXPO</i>	June 19th