

Business Literacy Assignment

Practice your business writing by creating your own business!!

Your Task:

In a group of 3 people, create a new Health and Wellness Related Business in the Tri Cities area. Complete all the associated writing tasks that accompany this new development.

Some examples of Health and Wellness Related Businesses are: *massage therapy clinic, dental or chiropractic office, home health care agency, fitness centre or diet and nutrition consulting firm.*

Step 1 (Planning):

1. Choose group members.
2. Create a sketch of your proposed business.
Use magazines, guides or newspapers to help you think of what you would like.
3. Sketch a possible floor plan of the facility.
4. Decide on a name for your company.
5. Brainstorm services, location and other features that you would provide to your customers.
6. Use a map of your area (Google Maps) to determine the best location for your business.

Step 2 (Researching):

1. Decide what instruments and equipment you will need for your business.
2. Compare instruments and equipment in terms of benefits, features and costs.

Step 3 (Writing):

1. Complete all of the following letters, memos or other forms of writing.
 - A) **Proposal Letter**- propose your new business to the city's chief urban planner Mr. Bigshot.
 - B) **Request Letter** - write a letter to Mr. Wegetit requesting more instruments to stock your business.
 - C) **Business email** - write a formal business email which responds to the request letter written
 - D) **Complaint Letter** - write a letter of complaint from a customer to the business manager (Mr. Icare) about a problem with the service provided.
 - E) **Advertisement** - create an ad to promote the business and its products. Use pictures and text!

Step 4 (Promoting):

1. Prepare a presentation for a group of financial backers. In order to receive funding to start your business you will have to describe the operation of your company and explaining why it provides an important service to the community. Your presentation should be approximately 5 minutes long and mention all components of the assignment.

Have fun! Be Creative!