

PROFESSIONAL ENGLISH BUSINESS PLAN WORKSHEET



STAGE 2: CREATE YOUR BRANDING –

“HOW DO WE WANT OTHERS TO SEE AND REMEMBER US?”

In **Stage 1** you had to **Define Your Company** by answering the question “*What do we do?*”

In this stage you will form an identity that your customers will use to identify and remember your business out in the world. We call this identity your **BRAND**. In order to create your branding, you will need to ask yourselves the following two questions:

- Who are we as a company?
- How do we want our customers to remember us in the future?

1. Brainstorming Your Ideas: Now think about the cultural and social values of your potential customers. Discuss how you as a company can reflect those values. What do you as partners believe and want others to believe about you and your company? Use these ideas to answer the two questions above. Write down a brief summary of your discussion in the space below.

2. Create Your Name: Use the ideas you just discussed to create a company name for your business. Remember the name should be easy to understand, reflect your identity, tell the customer something about what you do and be memorable. You should create three (3) options that you will ask customers to choose from later.

Possible Company Name:

Option #1:

Option #2:

Option #3:

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3. Create Your Logo: You and your business partners will create a Brand Logo for your business. A logo is an icon (picture) that graphically represents your name, who you are and what you do. A logo should also be easy to understand, reflect your identity, tell the customer something about what you do and be memorable. You should create two (2) options that you will ask customers to choose from later.

Logo Option #1

Logo Option #2

Briefly explain How this Logo reflects the qualities of your company?

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Each member of the team contributed to the completion of Stage 3 of our Business Plan.