



# Senses Seminar: Wednesday June 13th, 2018

## How to Start a Business

*Hosted by: Gabriel Ahrens, Tomas Arturo Amaya, Valeria Avendano, Mariana Lucia Bustillo, Simon Farias, Isabella Garcia, Sanjeev Aaron Pacha, Sebastiana Alejandra Pavia, Isabella Portilla, Luis Fernando Reyes, Sebastian Reyes, Juan Pablo Rodriguez and Samuel Zuluaga*

### Roles

Host 1: Simon Host 2: Seba Host 3: Sam

**Name, Product, Logo:** Seb, Luis

**Designs, How to Make, supplies:** Valeria, Garcia

**Research:** Mariana, Tomas

**How to Fix Mistakes:** Samuel, Juan, Gabo

**Play Actors:** TBA

**How and Where to Sell Your Products:** Sanjeev and Simon

**Marketing and Accounting (inventory):** Portilla Pava

H1: Welcome everyone.

H2: Yes, welcome to the Senses Seminar on how to start a business.

H3: We are so glad to have all of you wonderful people here today!

H1: I am \_\_\_\_\_, and this is \_\_\_\_\_, and \_\_\_\_\_.

H2: We along with the complete Senses team of specialists will teach you how to start your own business.

H3: That's right. Today we will show you everything you need to know to start a business.

H1: You will learn how to decide what product or service to sell, how to chose a company name, what do use for a logo, and how to design and make your own products...

H2: You will also learn the importance of research, how to learn from your mistakes, how and where to sell your products...

H3: And, last but not least how to market your product as well as how to keep track of all the money you will be making!

H1: Did you just say, 'all the money they will be making?'

H3: That's right, I did. Because by the time we are finished here today. These lovely folks will have all the skills necessary to run a successful business!

H2: You mean a highly successful business!

H1: Yes, that's what she meant. After today, these fantastic folks will have the tools to run a highly successful business.

***H2 and H3 nods their heads to confirm***

H2: Well, as they say in the business world: "Time is money, and money is time." So, let's get started!

H3: You took the words right out of my mouth! Laddies and Gentlemen, please give a warm round of applause to the first Senses specialists of today's seminar, Sebastian and Luis Reyes!

***Hosts applaud as Luis and Sebastian enter the front of the stage.***

**[Name, Product, Logo: Seb, Luis]**

Luis: Hello, I am Luis. It's great to see all of you wonderful people here today!

Seb: And, I am Sebastian. Yes, it's my pleasure to be teaching all of you today.

L: Today we are going to start where Senses first began: deciding on what to sell. When deciding on what to sell, it's great if you can come up with an idea that you are passionate about.

S: But, you have to be careful. Just because your idea excites you, doesn't mean it will excite others.

L: So, you have to find out if other people are interested in your product.

S: One way you can do this is by surveying many people to see how they respond to your idea.

L: At Senses we already knew that the other students would love the theme of our products so instead we focused on coming to an agreement on what we wanted to sell.

***Step back, and actors come on: students sharing ideas and voting on what to sell...***

*1: okay, how about if we sell \_\_\_\_\_? Val*

*2: We could sell slime! Garcia*

*3: What if we sold \_\_\_\_\_? Mari*

*1: Let's sell anti-stress balls!*

*2: No, that's a horrible idea.*

*Teacher: Now, remember students let's not state whether we like an idea or not. You can voice your opinion with you vote. Tom*

*3: I think we should make \_\_\_\_\_.*

*1: How about candles?*

*2: Okay, let's vote! I think we have enough ideas.*

*T: I agree. Let's vote. Raise your hand if you think we should make Slime*

***SOMEONE WALKS ACROSS THE STAGE WITH A SIGN THAT SAYS: 5 minutes later.***

*T: Alright class, looks like you will be selling slime, candles, and anti-stress balls.*

***The students applaud with excitement.... fade, and hosts return:***

S: After we agreed upon what we would like to sell we began brainstorming ideas for the company name.

L: Now, when you choose a name for your company, try to think of one that relates to what you are selling.

S: Not only that, it must be simple, and easy to remember.

L: Here are a few of the ideas that we came up with before we decided on Senses: \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

S: After you have decided on a product and a company name, next you must decide on a logo.

L: You can begin by drawing a picture that represent your product. For example, if you are selling chicken, your logo should have a chicken in it.

S: Your logo should also contain the name of the company.

L: Yes, and try to keep it simple like the company name.

S: Of course, you want people to be able to recognize your logo quickly and easily.

*They step back, and actors come on:*

*Students are drawing their ideas for the Senses logo...*

Teacher: Okay, Giggling Students, let's share the ideas you've come up with for a logo!

*As each student stands and holds up their idea, the images are shown on the projector.*

T: Let's vote again class.

*The chosen logo appears on the screen and the words 'winner' flashes over it –the students cheer.*

L: After we voted on the logo, we gave our drawing to a graphic designer.

S: It was really important to edit the drawing to make it look more professional.

L: We then printed hundreds of stickers with our logo on it to put on the packaging of our products.

S: Your company logo is the face or image of what your product represents, so it's important to keep it simple and easy to identify.

L: Yes, and as you can see in our Senses logo it is quite obvious what we sell.

H1: Thank you Sebastian and Luis. That was quite insightful.

H2: Why don't we give these two a round of applause!

H3: Next up, we have two Senses specialists that will teach you about product design.

*Valeria and Garcia enter the middle of the stage as the hosts move to the side of the stage.*

**[Designs, How to Make, Finding Supplies: Valeria, Garcia]**

Garcia: Good morning everyone! I am Isabella Garcia.

Valeria: And I am Valeria Avedano. We are half of the product design team for Senses.

G: Once you have chosen a product, it's time to design it.

V: That's right. You can either try to design it yourself, or pay someone to design it for you.

G: Here at Senses, we design all of our own products.

V: Yes, but it's not an easy task.

G: That's right. First you want to make sure your design meets the needs of your clients.

V: Exactly. And what many people want is something that functions well.

G: But, also looks good!

V: Ya, if your products serve a needed function and looks cool, it'll be easy to sell.

G: We created a few designs using Tinkercad, an online product development tool. Here are a few examples.

***Show Tinkercad designs on the screen.***

V: While the specialists were busy with their graphic designs. The rest of the Senses team drew ideas of products that they submitted to the product development team for consideration.

***Show some of the drawings on the screen.***

G: After you have your designs, it's time to purchase supplies.

V: You want to make sure that the material you use is not too expensive or you will have to sell your products for a high price.

G: And, that may scare off many potential buyers.

V: If the material is cheap, you can charge less while making a more than descent profit.

G: Let's take a look at how the specialists at Senses make their products.

***Show mini-documentary about the Senses Factory.***

G: As you can see, work can be fun!

V: Now, remember when you are working on product development, you must make sure the product serves a purpose, and is also fashionable.

G: Then, when you shop for supplies, make sure your supplies are cheap.

V: You can always get a lower price if you buy in large quantities.

G: So, don't be shy about investing in a lot of material to start your business.

V: Yup, the more you buy the cheaper it'll be, and the larger your profit margins will be.

G: Profits! We almost forgot to talk about how much to sell your products for!

V: Thanks for reminding me. Now, after you have calculated how much it costs to buy the materials. You can begin to calculate how much it costs to produce 1 unit of your product.

G: And, don't think it is only the cost of materials that needs to be considered.

V: There is also the cost of electricity, rent, labor, water, advertising, packaging and any other thing that is required to make the product.

G: Once you have added all of the expenses together, then you can decide how much of a profit you would like.

V: For example, if it costs 1,300 pesos to make one container of slime, you may want a 77% profit, so then you would sell your slime for 2,300.

H1: Wow, thank you Valeria and Isabella. That sure is some great advice for starting entrepreneurs.

*Valeria and Garcia leave the stage as the hosts move to the center of the stage.*

H2: Yes, indeed it is. Also, if you can produce your products as fast as the people at Senses, you'll spend less on labor, which means more profit for you!

H3: Exactly. Now we are going to take a look at the importance of research. Please give Senses Specialists Mariana Bustillo and Tomas Amaya a warm round of applause.

*Tomas and Mariana enter the middle of the stage as the hosts move to the side of the stage.*

**[Research (BizKids, mentors, internet, trial and error, surveys): Mariana, Tomas]**

Mariana: Hello everyone, I am Mariana.

Tomas: Good morning, I am Tomas. I hope everyone is having a good time so far.

M: Yes, there is so much interesting information being shared here today.

T: Now, you may ask yourself: 'Why is research important when starting a business?'

M: The short answer is, it's really important!

T: By investing some money and time into research you can avoid making some huge mistakes.

M: If you have some background knowledge of how the economy works and what is required to start a business you can make smarter decisions.

T: That's right. And research doesn't end after you start your business.

M: Research can also help you determine what changes you need to make to improve your products and increase revenue.

***Tomas looks at Mariana. She looks at him to listen and respond.***

T: But, Mariana before we go any further we should tell about the importance of having a plan Stan!

M: Ah, good idea. But, don't call me Stan. I'm Mariana.

T: Sorry. Yes, Mariana these kind folks today need to know that with research comes making a plan, a business plan.

M: Yes, when you start your business you will want to organize your ideas, goals, and desired outcomes, so that you have a map or blueprint to follow.

T: A map to success you could call it!

M: Definitely. Now let's take a look at the Senses business plan we created.

***Show the business plan on the screen –Mariana and Tomas take turns reading each segment of their business plan.***

T: The business plan is an important first step in the research process. It's your guide to success.

M: Yes, and you can begin to write your business plan before doing any research.

T: Or you can do some initial research if you are not quite sure which direction you want your business to go.

M: After the business plan, it's time to learn! But, don't do too much research –it could turn into a form of procrastination.

T: Yes, try reading only 2-3 books or a few websites on the subject you are interested in. You can learn the rest as you go.

M: In Senses, we gained a lot of our knowledge from a non-profit educational website called BizKids.

T: BizKids helps children understand how to start and run their own business.

M: You can also learn a lot from first hand experiences. Trial and error!

T: That's right. We at Senses quickly learned that the slime we were making was too sticky for many of our younger clients.

M: So, we went to the internet to find a solution! We soon discovered that we needed to either use more solvent in our recipe or to change to a solvent that would bind the other ingredients together better.

T: Another and maybe the most important type of research is surveys. If you know what your clients and/or potential clients want and think, you have a better chance of meeting their needs and increasing how many products you sell. And, that means more money for you!

M: The Senses public relations team created a survey to find out what our customers thought about our products and what we could do to try to increase our sales.

T: Here are the results from our survey...

***Show survey on screen.***

M: We surveyed 37 students during one of our recess breaks.

T: What we learned from this was priceless.

M: We first asked: Which product or products did you buy from Senses?

T: We started with this question so that when we analysed the data about the quality of our products and our customer satisfaction, we would know which products they were referring to.

M: Next, we asked: What do you think of the quality of the product? With the results from this question we could determine whether we needed to improve the quality of products or not.

T: As you can see, most of our clients are quite satisfied with our products.

M: Then, we asked: What could we do to make our products better?

T: Almost 70% of our clients said we should try changing ingredients to improve the slime or to make different products.

M: That was great news for us. This told us that despite the small problem with our slime, they still wanted to buy from us. And, that they wanted to buy more slime and new products from Senses.

T: After that, we asked: What else would you like to buy from Senses? As you can see, our clients are most interested in buying unique kinds of slime and different anti-stress balls. With this information, we decided that in order to increase profits we had to give them what they wanted: more diversity in slime and anti-stress balls.

M: Then, we asked them what they thought about our packaging, our customer service, and if they would buy from Senses again. To our surprise most people like our packaging, they think the Senses sales team is kind and friendly, and they want to buy more from us.

T: As you can see, surveys are priceless –you can't get this kind of information from a book nor the internet.

M: Now, one other aspect of research that is very important is the use of mentors. These are specialists that have been in the same field as you for quite some time that can give you advice to help you avoid making the same mistakes they made.

T: Let's take a look at what some of the advice the Senses mentors have shared with us...

***Play interviews of parents on screen.***

H1: Wow, the experience and advice a mentor can share with a new entrepreneur can really help one on their path to financial success!

H2: Indeed. Well, thank you Tomas and Mariana. That was a mouthful –I'll never forget the importance of research.



H3: Yes. So, when starting your business remember to create a clear business plan, learn about what you need to know, but not too much to avoid procrastinating, use trial and error, the internet, books, surveys and mentors to help insure a successful business.

H1: Moving along. These next two Senses Specialists will be discussing trial and error in more detail. Please give our problem solving specialist Samuel Zuluaga and Juan Rodriguez a round of applause.

**[How to Fix Mistakes: Samuel, Juan]**

Samuel: Hello everyone. I am Samuel Zuluaga.

Juan. Good morning. I am Juan Rodriguez.

S: Today we are going to share some advice about fixing mistakes. Also known as problem solving.

J: This is one area of a business you want to address as soon as it arises.

S: Yes, as soon as you notice something's not right. It's time to investigate.

J: This is definitely a time where you can use any of the research methods you just learned about to help you solve a problem.

S: We are going to look at a couple of different mistakes or problems that we have learned from in Senses to help you understand what you should do if something similar happens to you in your new successful business.

J: Here we see one of our customers returning to the Senses booth the day after buying one of our containers of slime.

*Select students act out a problem with their slime while Samuel and Juan step to the side.*

Customer: Hello. How are you? **Seb, Gabo**

Senses Salesperson: Good morning, I'm doing well –thank you. Welcome to Senses. What can I do for you today? **Sanj**

C: Well, the thing is, I bought this slime yesterday. I like it but, it's too sticky. I got it all over my hands and pants and it was really difficult to clean off.

SS: Wow, really? I'm sorry to hear that. Let me talk with the other Senses specialists and I'll get back to you as soon as possible. Please tell me your name and which class you are in.

*Fade and back to Samuel and Juan.*

Samuel: Now, you see here is a typical quality issue. At times your product may not arrive in the hands of the customer in the same condition that it was in when you tested it.

Juan: Yes, when we initially tested our slime, we didn't see any issues with it. But, since a client had a complaint, and soon many others, all of the Senses members got together to discuss it.

S: We focused on ‘trail and error’ and ‘online research’ to solve this issue.

J: The first thing you should do is check out the issue to see if it’s an isolated case or if all of the product has the same flaw.

S: If it is true that the problem is in the product. Then, it’s time to try to find a solution.

J: In this case at Senses we first handed the problem over to our slime expert, Isabella Portilla. She and her team began experimenting by adding more solvent to the slime.

S: While they worked on that, the rest of us went online and tried to find alternative ways of making slime to try to prevent this from happening again.

J: Our research team found a few alternatives, but fortunately the slime experts discovered that adding more of the solvent we were already using was all that we needed to do. So, we didn’t have to buy any more material nor did we have to throw out the slime we already made.

S: The next problem that arose was that our sellers were having problems counting our revenue.

J: Yes. We would have three people count the money and each of them would come up with a different number.

S: Now, this can turn into a big problem if it’s not corrected immediately. Always make sure you count your money at least three times to insure you have the exact amount.

***Select students act out problems counting money while Samuel and Juan step to the side.***

Seller1: Okay. I’ve counted the money three times, and we have made a revenue of 120,300 pesos today! Luis, Gabo

Seller2: Well, that took a long time. But, I’ve finished counting the money in our register. And we have 115,000 pesos. Portia

Seller3: You’re both wrong, we made only 52,000 pesos. Where did you learn to count? Juan

***Fade and back to Samuel and Juan.***

J: I think you all know what could go wrong if you are counting your money incorrectly. That’s why you need a good accounting team –Isabella and Sebastiana will tell you more about that shortly.

S: If you make mistakes counting money, you’ll never know what your true gross profit is. So, in addition to a good accountant, you should buy a money counting machine –it can count your money much faster than you can with a much smaller margin of error.

***While Juan and Samuel explain the next part, two sellers act out what they are saying -with giant size bills so that everyone can see:***

J: We at Senses didn’t want to buy a money counter, so we agreed upon a way to calculate the money more easily. We first put categorized the bills and coins into denominations: we put all

the 20,000 peso bills together, all the 10,000 peso bills together, etc, then counted how many of each denomination we had. Then, we multiplied the number of bills by the denomination.

S: So, if we had twelve 20,000 peso bills, we multiplied  $12 \times 20,000$ . After doing this for each denomination, we added them together. Then, we recounted 3 times to make sure there was no doubt. After that, a second Senses Salesperson would count to verify.

J: Now, let's move on to quality. To avoid problems with the quality of your product, it is important not to rush the testing stages to bring the product to market.

S: I know its really exciting to start selling your new products and the idea of making a lot of money as soon as possible. But, in the long run, you will have higher profits if you give yourself enough time to test your products' durability.

J: Selling high quality products help to develop a positive image for your company so that you get return buyers and recommendations.

S: Here's an example of another type of quality issue we had in Senses:

***Select students act out problems with a Balli Balli while Samuel and Juan step to the side.***

Customer: Wow, this Balli Balli is super fun! It's so squishy and relaxing to play with. Tom, Gabo

***The Balli Balli bursts***

...Oh my God, I have Balli Balli all over me. I bought that only an hour ago. What a waste of money.

J: We found out about this problem almost immediately.

S: So, after a staff meeting we voted and decided to buy stronger balloons and offer to replace any broken ones to maintain a positive image of our company.

Senses Salesperson: We heard that your Balli Balli bursted. Have a new and improved one for free! Luis

Customer: Wow, what great customer service. Thanks!

SS: It's our pleasure. I'm sure you will be more satisfied with our improved model. But, if there are any other problems, please let us know.

C: That's great –thank you so much. I'm going to tell all of my friends about Senses!

J: So, you see. A simple gesture such a replacing a broken product, which any company should do anyway, helps with the company's image.

S: Yes, it's a small financial investment which helps promote your company and your product.

H1: Fantastic advice from first hand experience!

H2: I bet soon enough people will be asking us to be their mentors!

H3: I wouldn't be surprised. We have learned quite a bit from running this business.

H1: Alright.

H2: Next up,

H3: We have...

H1: Sanjeev Pacha,

H2: and Simon Farias,

H3: Who are going to teach you how to and where to sell your products!

*The hosts applaud as Sanjeev and Simon enter the stage.*

### **[How and Where to Sell Your Products Sanjeev and Simon]**

Sanjeev: Hi I'm Sanjeev.

Simon: And I'm Simon.

Sa: Today were going to teach you how to sell your products.

Si: First, you give the product to a customer, and then, you receive the money from her or him. But, don't forget to give the correct change because if you don't she or he probably won't come back. And that's how to sell a product!

Sa: Yup, that's how you make millions of dollars! It's that simple. ...Just kidding. It's kinda like that, but there's a little more to it than that.

Si: What we are going to focus on here is the 'how' and the 'where' to sell.

Sa: First, we are going to teach you about location.

Si: In the world of business, they say 'location, location, location!'

Sa: They repeat this three times to make it clear that this is crucial for the success of your business.

Si: Say you are starting your new business and you decide it's cheaper to rent a place in the corner of a small street that doesn't see many passers-by.

Sa: Well, you were able to save some money. But, you also have an empty store. And an empty store doesn't make any money.

Si: Location, location, location; find a place where many people pass by, and you will have many more potential customers.

Sa: And, if you have the money, you can do what Starbucks and Tostao have done: place as many shops in as many places as possible so that it's impossible to miss a single potential customer.

Si: Yes, and if you have a lot of money, you can go one step further like Starbucks, and place a shop on both sides of your competitor's shop so that their customers can easily soon become yours as they'll always have to pass your shop before being able to enter your competitor's shop.

Sa: Fortunately for Senses we don't have competition at KSI. But, we have a limited number of customers. So, we thought long and hard about location. We thought that maybe not everyone would see us if we sold our products in front of our classroom. So, we thought: why don't we bring the store to them? The whole Senses team agreed and we set up a Senses stand in the play area for every recess so that it was impossible for them not to see us!

Si: Another thing we did that helped us, was to set up a Senses booth next to our bake sale. That day we made over 100,000 pesos –the day before we only made 6,000 pesos!

Si and Sa: *scream out together* "Location, location, location!"

Sa: Now, we are going to look at 'how to sell your product'. Service with a smile! There's a reason that that idiom is so well known. If a customer doesn't feel welcomed or pleased with the experience she or he had in your store, the chance of that person returning to buy more from you is quite low.

Si: Not only that, but if a customer had a negative experience in your store, she most likely will tell her friends not to buy from you. You know what they say, 'bad news travels faster than good news!'

Sa: So, whether you are in a good mood or not, or feel you don't particularly like the person in your store, still put on that smile and make them believe this is a place they would love to return to.

Si: Now let's take a look at what can happen when we apply this strategy...

*Select students act out ways to treat a customer while Sanjeev and Samuel step to the side.*

Senses Salesperson: Yes? Val

Customer: Hello. How are you? Portilla, Gabo

SS: What do you want?

C: I'm not sure. This is my first time here.

SS: Well, you better hurry up. There are many people behind you waiting to buy.

*Sanjeev approaches the customer with a microphone:*

Sa: Good morning mam. May I ask you a quick question?

C: Good morning. Sure –anything to get me away from this rude salesperson.

Sa: How has your experience been in this store today?

C: Well, like I said, the salesperson is being extremely rude and pushy.

Sa: Would you be excited to return to this place to buy something another day?

C: Definitely not! He made me feel so unwelcome and made me feel that I had to make a quick decision without any chance to really see what they are selling.

Sa: Thank you for your time mam.

***Sanjeev looks at the audience.***

Sa: There you have it. Not only did she feel uncomfortable and unwelcome, she didn't buy anything.

Si: Now, let's take a look at another way this interaction could have turned out...

The same Senses Salesperson: Why good morning. How are you today?

The same customer: Well, a good morning to you sir. I am doing just fine. Thank you for asking.

SS: Have you visited Senses before?

C: No, I haven't. But, I've heard great things about this place.

SS: That's great. Well, you may or may not know, but we focus on selling products that help relax people relax.

C: I know; I love the concept! I heard many good things about your Balli Ballis. May I buy one?

SS: Yes, you may.

***Simon approaches the customer with a microphone:***

Si: Excuse me mam. I don't mean to bother you, but I was wondering if I could ask you a few quick questions about your experience here at Senses today.

C: Why it would be my pleasure.

Si: Fantastic. How has your experience at Senses been today?

C: It has been absolutely lovely. You know what, I was in a bad mood all morning today until this polite gentleman kindly asked how I was doing.

Si: That's great to hear. Would you recommend Senses to any of your friends or family?

C: Definitely. I'm going to return with my sister tomorrow. I may even buy a few more things when I return.

Sa: Now, can you see how 'service with a smile' can really benefit your company's image and revenue?

Si: Next, after you've secured a satisfied customer, you can then try to increase your sells buy recommending a product that maybe the customer wasn't considering purchasing before she had entered your store.

Sa: Exactly. For example, in Senses if a customer comes to buy a container of slime, we may suggest a Balli Balli as well.

Si: And, if your customer doesn't seem so sure about it, you could give them a closer look at what it is.

Sa: Also, if you demonstrate how a product works, you make peek an interest that wasn't initially there.

Si: If you can convince several customers per day to buy 2 or 3 products instead of one, you'll be laughing all the way to the bank with a wheelbarrow filled with money!

Sa: And, if you are out of stock of a product a customer wanted to buy, you can suggest an alternative. If he is interested, you may have just made another sale and made a happy customer!

H1: It's all about sell, sell sell!

H2: And, location, location, location!

H3: What about, 'the customer is always right?'

H1: Why would the customer always be right?

H2: They aren't. But, if they feel that they are wrong, they will feel unsatisfied and most likely not want to buy from you again.

H3: That's right, so always be polite and act like the customer is always right and try to meet his or her needs so that he or she will speak kindly of your business and possibly buy more from you in the future.

H1: Okay ladies and gentlemen, it's been a huge day full of many tips to run a successful business.

H2: But wait, there's one more lesson to learn before you go home and work on your business plans.

H3: Well, actually, there are two more things: accounting and marketing. So, please give our last two Senses Specialists, Miss Isabella Portilla and Miss Sebastiana Pavia a warm welcoming.

***The hosts applaud as Isa and Seba enter the stage.***

**[Marketing and Accounting: Portilla Pava]**

Isabella: Why thank you. It's been great sitting on the side watching all these great Senses Specialists share their knowledge today. Hello everyone, I'm Isabella Portilla.

Sebastiana: Good morning, I'm Sebastiana. I have to agree. Today has been nothing but high quality lectures by the finest Senses has to offer.

I: As you heard, we are here to teach you about accounting and marketing.

S: Let's start first with accounting. Without accounting we would have no idea if our business has a positive or negative cash flow.

I: What's that you may ask. Well, a positive cash flow is when your revenue, the money coming in, is more than your expenses. And a negative cash flow is when your expenses are greater than your revenue.

S: Why does this matter? Well, if you didn't keep track of the money moving in and out of the company's bank account, you could soon find out that you owe money because your expenses have out weighed your revenue for quite some time.

I: Whether you hire an accountant or decide to do your own accounting, it's important to keep a close eye on this. Now, its common for a company to lose some money in the start due to start up costs such as purchasing materials to make products, marketing, employee's salaries, office and factory space, etc. However, over the long run you want your revenue to be greater than your expenses or you may go bankrupt and lose your business.

S: Yes, and if you have a good accountant and you pay close attention to the flow of money, you can use this data to make decision to help your company be a sustainable one.

I: It's easy to forget about some expenses, but this could lead to poor decision making if you believe your gross profits are higher than they really are.

S: So, it's important to keep track of every single purchase. This includes fees for parking, lunches with clients, gas to get you to work and home every day, rent, everything.



I: Yes, and as Juan and Samuel have pointed out, you must make sure you are counting your money correctly to avoid errors.

S: Here is an example of a revenue report we used in Senses. As you can see, for every sales day, we kept track of what we sold, how much of each product was sold, and the revenue received for that day. Then, we put it in a summary spread sheet so that we could compare the data and see a summary of our revenue to calculate the gross profits.

***Show Google Doc.***

I: Here is an example of how the Senses accounting team keeps track of it's expenses.

S: Keeping track of everything moving in and out of the business is crucial. This includes keeping track of inventory and material purchased.

I: At the start of each sales day, our sellers do an inventory count to know how much product we have. We also do this on production days to see if we need to focus on producing more of one product than the other.

S: At the end of each sales day, our sales team not only counts the revenue before submitting it to the accounting team, they also count how much product is left. It's important to know also if someone is stealing product –this could be a customer or employee.

I: Fortunately, nothing has ever been stolen in Senses. We also keep track of our inventory and sales to see what is selling well and what's not selling so well. The products that don't sell well are removed from the Senses production line and soon replaced by a product we believe will sell better.

S: Now, we move on to marketing.

***Senses logo goes up on the screen***

I: Our logo is on every package. Do you know what that means? Where ever this product goes, it advertises for Senses. So, every time a person buys from us, they are bringing a Senses advertisement into their house.

S: That's just the beginning. When running a company, if you are wondering how to invest your money most efficiently in your company, it's in marketing.

I: If no one knows that your company and products exist, you might as well give up and return to your day job. If no one knows you exist, you can't sell a single product.

S: One very important key to success is developing expectation and desire. It's important to advertise your business before you even begin to open for business.

I: That's right. Let the people know about your product or service well before you begin to sell so that you already have people's interest or curiosity.

S: A week before Senses opened, we made a huge pile of posters that we pasted all over the school so the people would expect that we would open soon. Instead of just telling them what we were selling, we developed a sense of intrigue by only writing on our posters that Senses was coming, with our opening date on each poster.

I: This helped develop enough curiosity to get even the students that weren't so interested in relaxing products to come check us out –this gave us a shot at a larger pool of potential customers.

S: Here are a few examples of the posters we have made.

I: Thanks to the director of Primary, Miss Vanessa, we were able to tell all the parents that we were selling at school.

S: Yes, and if that wasn't enough, we recorded a jingle to play over the sounds systems, which replaced the end-of-class music.

I: If there was a student that had yet to hear about Senses, this jingle definitely got their attention.

S: If you are going to write a jingle, try to keep it simple and catchy –make it fun with rhyming words so that it's easy on the ears and easy to remember.

I: Let's listen to the jingle we made now.

### ***Play jingle...***

S: So that's that. Try to get your product and company name out to everyone in every way you can possible do so.

I: And, don't forget to keep track of your money and products!

H1: Thank you ladies.

H2: What an important message.

H3: And, a great way to end this seminar.

### ***Every student enters the stage and walks to the front...***

Tomás: This was our final Unit of Inquiry this year. Each Unit we are presented with the Central Ideas, Lines of Inquiry, Key and Related Concepts.

Valeria: But, for this Exhibition Unit, we had full control! We created the whole Unit as a class through brainstorming, teamwork, and democracy.

Samuel: The Central Idea that we created was: Teamwork can help people make a business successful. This is something that was quite obvious soon after we began this project. We needed to work together or else Senses would have closed soon after it opened. We needed to make products together, sell together, make decisions together, we even had to lead one another when Mr. Higgins told us it's up to Senses to organize how we do things.

Sebastian: After voting on the Central Idea, we came up with many ideas for our Lines of Inquiry –this is the direction our research would take us. We voted, and ended up with three Lines of Inquiry. The first one is: a company is divided into groups to work as a team to be successful. We broke up into groups which soon became the specialists for each section. We had an accounting team (*accounting team raise their hands –the rest applaud*), a marketing team (*accounting team raise their hands –the rest applaud*), and a public relations and product development team (*PR/PD team raise their hands –the rest applaud*).

Sanjeev: The second line of Inquiry we created was: people can help others by making their dreams come true. We learned about many young entrepreneurs that are around our age. Many of them created businesses based on helping others achieve their dreams while following their own dreams. In Senses, part of our work was to help raise money to improve the classroom for the KSI Social Program. And we are proud to say we have donated \_\_\_\_\_ COP to help make this dream come true. From the start, Senses had the dream of being able to help others with our success.

Isabella P: Our third Line of Inquiry that we chose was: there are many ways to market a product. Our inquiry through BizKids, and online research and general brainstorming as a team led us to learn about many ways that we could market our products. We used posters, word of mouth, KSI communication, and a jingle that we wrote and recorded to market our products.

Juan: After deciding on the Central Idea and Lines of Inquiry, we voted on which Key Concepts we wanted to focus on. The first one we chose was Function. We knew right away that we had to use this concept because we were planning on learning how a business functions. And from our first hand experience we learned how every part of a small business functions.

Isabella G: The second Key Concept we chose was Responsibility. We chose this one because we knew that we would be responsible for how successful this inquiry would be. Also, it was obvious that in a team environment, we had to take on responsibilities to make everything work.

Simon: The third Key Concept we chose was Connection. In this project we saw the connection between each part of our company. The accounting team was connected to the sales team, the marketing team was connected to our sales, the product development team was connected to our production and ability to sell, and the public relations team was connected to customer satisfaction and insuring revenue. And, of course, we were all connected because we had to work as a team.

Luis: After deciding on the Key Concepts, we had to decide which Related Concepts we would focus on to support our inquiry. The first one we agreed on was Model. We used models in many ways to help us learn and develop our ideas. In BizKids we used a model for a business plan, and used various models in Google Docs to organize our business' cash flow, and we also used many models for product development.

Sebastian: The second Related Concept we voted for was Resources. It was obvious that we needed a lot of resources to start our business. Thanks to our generous parents, they each donated 30,000 pesos to help us start purchasing material to make our products. Then, KSI donated some money to help us buy some other needed supplies. We also had a graphic designer donate her time to help us with our logo and make stickers and a banner.

Mariana: The last Related Concept we agreed upon was Sustainability. In our Unit of Inquiry about How the World Works, we learned about that sustainability means that the product or activity is good for society, the economy, and doesn't have a big environmental impact and that it can go on and on so that future generations can use it. In Senses, like any other business, the company must bring in a sustainable income while not damaging its image with activities that are bad for the environment. And, since our products help people relax it is good for society too.

All of the Giggling Students: Thank you for coming today. We hope that you have learned as much as we have today.

***They bow.***

...curtains