

# MINI

# BOSS!

# PROJECT

Powered By: Beaver Dam Area  
Chamber of Commerce



**An opportunity for kids 17 and under to sell at the Downtown Beaver Dam Farmers Market to help fuel their entrepreneurship spirit, learn business skills, responsibility, financial literacy, and goal setting.**



# Mini Boss

## Steps for Success!

1. **Sign Up:** Go to [BeaverDamChamber.com](http://BeaverDamChamber.com) and go to the community events menu item. Then select Farmers Market. You will find a link to the Mini Boss Project Sign Up.
2. **Select a Date:** Agree to the Farmers Market waiver (Parents must agree) and sign up for an open Farmers Market Saturday.
3. **Review the “Mini Boss Business Plan” with an adult:** Cassandra Schmidt will contact you after you sign up to set up a time to go over your plan and answer any questions. Also, if selling food items, make sure to follow the Farmers Market rules and specific product informational sheets if applicable (e.g. eggs, baked goods, canned goods).
4. **Prepare:** Get ready for the market by purchasing supplies, making your marketing materials, and promoting on social media, etc. (there is a group called Downtown Beaver Dam Farmers Market on Facebook, tell your friends, etc.) The Chamber will also feature your stand on its page if you email photos and information to [tpropst@beaverdamchamber.com](mailto:tpropst@beaverdamchamber.com). It must include a photo of you and the product you are selling (e.g. lemonade, cookies, etc.)!
5. **Sell:** The BIG DAY is here, so now it is time to sell, sell, sell.
6. **Submit your “Mini Boss Recap”:** Call or email Cassandra Schmidt to set up your Mini Boss Recap meeting at 920-306-2948 or [cassandra.l.schmidt@mwarep.org](mailto:cassandra.l.schmidt@mwarep.org). (Don't worry, times are flexible)

Questions? Need Help? We are happy to help!

**Beaver Dam Area Chamber of Commerce:**

[info@beaverdamchamber.com](mailto:info@beaverdamchamber.com) or call 920-887-8879

**Modern Woodmen – Cassandra Schmidt, Mini Boss Committee Chair**

[cassandra.l.schmidt@mwarep.org](mailto:cassandra.l.schmidt@mwarep.org) or call 920-306-2948

Mini Bosses who have completed a market and business summary are able to sign up for additional Saturday's the first of the new month with a maximum of one time per month. (For example, you may sign up for one Saturday in June on June 1)



# Mini Boss Business Plan

**Let's get started! So you have something you want to sell at the Farmers Market?  
With your parents help, this business planning worksheet will help get you ready!**

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Parents: \_\_\_\_\_

Parents Phone: \_\_\_\_\_ Parents Email: \_\_\_\_\_

Address: \_\_\_\_\_

Date Selling at the Farmers Market \_\_\_\_\_

What idea(s) do you have for a business? Feeling stuck? Think about hobbies and things you like to do? What do you think you will sell?

\_\_\_\_\_

Name of your business: \_\_\_\_\_

Who is your target customer? (This means what type of person will purchase it?)

\_\_\_\_\_

\_\_\_\_\_

Why would they want this product you are selling?

\_\_\_\_\_

\_\_\_\_\_

What is your marketing plan? How will people find out about your business? Will you have signage at the market? Will you share it on social media before the market? Will you message all the people you know?

\_\_\_\_\_

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List three steps you plan on taking to work on your business:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# Mini Boss Business Summary

Now let's see how you did. Did you make money or lose money?

What did you learn?

**Business Expenses** *(Complete Before the Market)*

Name of Item (ingredient, supplies)	Cost
Marketing (Signs, booth materials)	
Tips	

Loan <i>(Money borrowed from Mom, Dad, Friend, Grandma, etc.)</i>	
<b>Total Expenses</b> <i>(How much money did you spend?)</i>	\$
<b>Total Number of Items Made</b>	#
<b>Cost per item</b> <i>(Total Expense Divided by Total Number of Items Made)</i>	\$

**Financial Summary** *(Complete After the Market)*

**Overall Business Profit:**

Total Sales in Dollars: \$ \_\_\_\_\_

Less Total Expense: - \$ \_\_\_\_\_

= Total Profit: \$ \_\_\_\_\_

**Individual Item Profit:**

Number of Items Sold: \_\_\_\_\_

Sale Price: \$ \_\_\_\_\_

Less Cost per Item - \$ \_\_\_\_\_  
*(from previous page)*

Profit per Item: \$ \_\_\_\_\_  
*(Sale price minus cost per item in expenses)*

Profit for the day: \$ \_\_\_\_\_  
*(Profit per item multiplied by Number of items sold)*

**What would you do differently?**

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