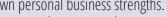
JA COMPANY PROGRAM® POP-UP

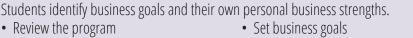
Experiential blended program teaches middle and high school students how to plan, launch, and operate their own business venture generating profits to benefit the school or designed community organization within a structured, guided experience.

MEETINGS & MILESTONES



Pop-Up Warm-Up







Plan

Doing the Research

Review the program

Explore entrepreneurship

Students research their customers and products.

- Explore how to earn a profit
- Identify a target audience
- Conduct market research



Defining the Pop-Up Structure

Students determine the company structure and identify the roles and responsibilities in the business.



- Analyze market research
- Determine the business framework
- Plan for the Pop-up





The Ps of Pop-Up

Students review aspects of the marketing plan and brainstorm the store setup.

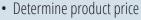
- Explore key marketing metrics and strategies
 Determine merchandising details





Creating the Buzz

Students calculate a profitable price and strategize promotional efforts.



• Employ marketing strategies to promote the business



Run



Open for Business!

Students launch the business and practice sales and customer care techniques.

- Explore and practice customer care and sales skills
- Identify business launch needs and execute plans to open the business



Close



Pop-Up Wrap-Up

Students close out the business and analyze the results and their goals.

Close out the Pop-up

Measure Pop-up success



ENTREPRENEURIAL **SKILLS**

Students explore entrepreneurship and practice the following skills.

- Adaptability
- Creativity
- Problem solving
- Decisiveness

- Perseverance
- Risk taking
- Critical thinking
- Self-confidence



JA Company Program[®] Pop-Up

https://www.juniorachievement.org