

# Starting a Business Promotion and Advertising

1. Choose a business that you would like to start.
2. What special name can you give to your business?
3. How do you plan to advertise your business?
4. What brochures or business cards will you prepare?
5. What special offers might you give to customers to keep up the sales?
6. Create a product or service description. Here is an example:

## Product / Service Description Business: A Juice Bar

My shop is called '*Bliss Juice Bar*'.  
My shop is bright and fun for everyone to enjoy.



There is always friendly staff to help you.

You have the option to choose a particular drink available or choose what fruits you want to have in your drink.



There are a wide variety of drinks available.

Bliss Juice Bar will always serve you with drinks of the highest quality.

