



Business Owner

“There’s no luck in business. There’s only drive, determination, and more drive.”

—Sophie Kinsella,
financial journalist
and author

Do you have a passion for fashion? Are you kooky about cooking? Or maybe you’re just wild about animals? With this badge, you’ll find out that it’s possible to turn something you love into a successful business!

Steps

1. Explore businesses you might like to start someday
2. Learn the basics of running a business
3. Find out what kind of support is available for small-business owners
4. Investigate what makes great customer service
5. Understand the importance of consumer research

Purpose

When I’ve earned this badge, I’ll know the basic steps to plan and create a new business.

My Business Worksheet

My business name:

**The product or service
my business provides:**

**People who are most likely to
be customers of my business:**

**Possible prices for my business's
products or services:**



Add the Badge to Your Journeys

What kinds of needs does your make-believe business serve? How does it help others? Someday you may develop a real business idea that helps others and changes the world. That's leadership!

Now that I've earned this badge, I can give service by:

- Figuring out ways to make our next Girl Scout Cookie sale the best one yet
- Shopping at and promoting small businesses in my community
- Supplying ideas on ways to improve business to a family member or friend who owns or works at a small business



I'm inspired to: