

Website Instructions:



You are going to make a website of your very own company! In this activity you are the Founder and CEO of a very successful company. It is your job to decide the type of company, the type of market structure it uses, what you sell, how much your product costs, and who your competition might be. You will even create your company name and logo. Your company can use a Perfect Competition, Monopolistic Competition, or Oligopoly market structure. **NO MONOPOLIES.** Below are step-by-step instructions. I have also included a skeleton, and student example. Be sure to look closely at each, and above all...be creative and have fun!

Box 1: Create an original logo.

Box 2: Come up with a unique company name and slogan.

Box 3: Include an image of your product.

Box 4: This should simply contain the word "Home."

Boxes 5 – 9: These are your competitors. (They sell like-products.)

Box 10: This is your "Mission Statement."

Box 11: Your name (since you are the founder!)

Box 12: A clever title for your company description in box 13.

Box 13: Five paragraphs discussing, the origin and description of your company, what your produce, how hard/easy it was to get into your industry (barriers of entry), your competition, and why the prices you set are best for the consumer.

Box 14: Where your company (and the companies on box 15) fall on the market structure spectrum. (See top of "market structures" worksheet.)

Box 15: Four different companies representing each market structure. These are real companies and must include their logos. (One of each: Perfect Competition, Monopolistic Competition, Oligopoly, and Monopoly.)

Box 16: Social "media shout-out." (Draw/show the icons).

* This assignment can be done on the computer or directly on your blank template.

* You can print and paste appropriate images from the Internet.

* You can use the market structure of your choice, **EXCEPT MONOPOLY.**

* Use color in all images.

30 Points

DUE: _____

