Chapter 11

**Activity 11-4 Business Plan Notes**

**Directions:** It is a good idea to keep notes for your business plan. You can add to them over time as you learn more about how to put the plan together.

1. Create notes about the promotion and selling ideas that you will consider for your business. Keep your notes and research sources here to reference in the Bibliography section of the plan.

2. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_CH11\_Notes.docx (i.e., JohnSmith\_CH11\_Notes.docx).