

# Types of Businesses

## *Objectives:*

This purpose of this lesson is to teach students about the 3 basic types of business. Students will learn through playing an interactive game called “Name that type of Business.”

## *Time:*

1 hour

## *Materials:*

1. Flipchart
2. Flipchart markers
3. Name that Type of Business Game Sheet
4. Pens and Pencils
5. Paper

## **Activity: Name that Type of Business**

The idea of this activity is for students to learn about the three different types of businesses by playing the “Name that Business Game.”

## *Prior to activity:*

1. Cut the “Name that Type of Business” game sheet so each business is an individual card.
2. Ensure that you have flipchart and flipchart markers.
3. Sharpen pencils.

## *Roles of Facilitator(s) and Volunteers*

1. **Facilitator** – ensure that all groups understand the activity; answer participants’ questions

## *Start of Activity*

1. Divide the students up into groups of 2 or 3

**Leader's Notes** - Once you have divided participants into groups, begin the activity by explaining the following

1. People start businesses because they see a need and they want to fill it.
2. People also start businesses because they like to do something and they want to make money at it on their own.
3. People start different types of businesses.
4. There are 3 different types of businesses which are...
  - The **Service** business – business involving a skill or selling time.
  - The **Distribution** business – business where something is being bought and sold.
  - The **Manufacturing** business – business where you make something.
5. An example of a **service** business is a hospital because the doctors have a skill of making people feel better.
6. An example of a **distribution** business is Wal-Mart because they **buy** products from different companies and **resell** them in their stores.
7. An example of a **manufacturing** business is Toyota because they make their own cars
8. Go over more examples with the students.
9. Tell students that they will play a game called “Name that type of Business”.

## Explain the Game

1. The “Name that Type of Business Game” is a drawing game.
2. In their teams, students will have to guess the name of the business their team member is drawing and then name the type of business it is.
3. Use the “Name that Type of Business Game Sheet” for the business that students should draw. The game sheet is also an answer key.
4. For example: if you show the artist Nike, they may draw the Swoosh logo. If the team members guess the business, then they should say what type of business it is (which is distribution and manufacturing).
5. Students will get 1 point for guessing the right business and 1 point for guessing the right type of business.
6. Give students 1 minute to guess while the person is drawing.
7. The person drawing **cannot** write the name of the business on the drawing.
8. The person drawing can write the business slogan (phrase that is connected to the business) or logo (drawing that is connected to the business) but not the name of the business.
9. After 1 minute, the person should stop drawing.
10. After the person stops drawing, then the team has 10 seconds to come up with 1 final guess.
11. If the guess is wrong, then the other team has a chance to steal the point.
12. If the other team guesses the correct business name, then they get 1 point.
13. The other team can also guess the type of business to get another point.

14. If the other team gets it wrong, then it is their turn again because they were trying to steal the point.
15. If you see that one team is badly beating the other team, they can wager their points.
16. A wager means that each team can pick a person to go to the flipchart to draw
17. The person drawing has 1 minute to draw.
18. After that person completes their drawing, then both teams have to write down the name of the business and the type of business
19. Before that person starts to draw, both teams put on a piece of paper a number from 1-20.
20. If a team writes 10 down, then they wager 10 points.
21. If the teams get both items right then they get all their points.
22. If the teams get only 1 answer right then they only get half of their points.
23. If the teams get both wrong, then the points that they wager will be taken away from their score.

### **Leader's Notes**

#### **Debrief the activity....**

1. What did you learn from playing the game?
2. What type of business is your favorite and why?

## Name That Type of Business Game Sheet

### Type of Business

### Answer

Type of Business	Answer
<b>Nike</b>	Nike is a <b>distribution</b> and <b>manufacturing</b> business. They have stores where they sell their shoes. They have manufacturing plants overseas where they make their own shoes
<b>Pizza Hut</b>	Pizza Hut is a <b>service</b> business. They serve pizza to the public.
<b>Build a Bear</b>	Build a Bear is a <b>distribution</b> and <b>manufacturing</b> business. Kids make their bears in the store. Then they sell the bear to the kids
<b>General Electric</b>	GE is a <b>service</b> business. They sell electricity to people.
<b>Verizon Wireless</b>	Verizon Wireless is a <b>service</b> business. They sell cell phone service to people.
<b>JCPenneys</b>	JCPenneys is a <b>distribution</b> business. They buy products from other businesses and resell them in their stores
<b>BMW cars</b>	BMW is a <b>manufacturing and distribution</b> business. They make their own cars and resell them to people
<b>Burger King</b>	Burger King is a service business. They serve fast food to the public
<b>Target</b>	Target is a <b>distribution</b> business. They buy items from different businesses and resell them in their store.
<b>AT&amp;T</b>	AT&T is a <b>service</b> business. They sell phone service to people.

<b>Reebok</b>	Reebok is a <b>distribution and manufacturing</b> business. They have stores where they sell their shoes. They have manufacturing plants overseas where they make their own shoes
<b>Dell Computer</b>	Dell Computer is a <b>distribution</b> business. They have their computers made overseas and resell them from Dell and other business.
<b>NBA</b>	NBA is a <b>service</b> business. When people see a basketball game the basketball players are providing the audience with a service.
<b>Best Buy</b>	Best Buy is a <b>distribution</b> . They buy products from other businesses and resell them in their stores.
<b>Kentucky Fried Chicken</b>	KFC is a <b>service</b> business. They serve chicken to the public.
<b>Crayola Crayons</b>	Crayola is a <b>manufacturing and distribution</b> business. They make their own crayons in their factories. Then they resell their product to various stores
<b>NFL</b>	NFL is a <b>service</b> business. When people see a football game, they football players are providing the audience with a service.
<b>Ford Cars</b>	Ford Cars is a <b>manufacturing</b> business. They make their own cars and sell them in their car lots
<b>Target</b>	Target is a <b>distribution</b> business. They buy items from different businesses and resell them in their store.
<b>Internet (product)</b>	Internet is a <b>service</b> business (product). They provide internet service to many people in the world.