

Mane Attraction: Lather, Rinse, Revenue |
Worksheet

Plan. Polish. Profit.

Venture Vocab

Match the definition in Column A with the term in Column B.

Column A

- _____ Tracks money earned and spent in business.
- _____ Steady income received on a regular basis.
- _____ Happy customers, good service.
- _____ Written goals and strategy for a business.
- _____ Premium experience with special touches.

Column B

- a. Business Plan
- b. P&L Sheet
- c. Luxury Service
- d. Recurring Revenue
- e. Customer Satisfaction

Startup Scenario

Frost & Crumbs is a student-run subscription bakery owned by Kelly. It specializes in handcrafted desserts with a high-end twist. Customers subscribe for monthly dessert boxes filled with items like macarons, frosted cookies, and mini cakes—each carefully packaged with custom wrapping, labels, and a themed thank-you card.

- Kelly uses high-quality ingredients and rotates her menu based on holidays and customer favorites.
- Her prices are higher than average, but she offers free school delivery and custom packaging.
- She currently has 15 monthly subscribers and wants to grow.
- The cost of ingredients and packaging is starting to affect her profits.
- She is trying to find ways to manage her time, expenses, and customer expectations to keep her business successful.

Analyze Kelly’s business through the lens of the key terms you’ve learned. Identify at least one example for each of the following based on her business:

Business Plan	P&L Sheet	Luxury Service	Recurring Revenue



Future CEO

Imagine you're launching your own small business that offers a *luxury service*—something that makes customers feel special and is worth paying more for.

Write a paragraph using 6 to 8 complete sentences explaining your idea and how you will make it successful. Be sure to include:

- What your business is and what service you offer
- How you'll create a luxury experience
- One example of recurring revenue your business might have
- One cost (operating expense or overhead) you'll need to manage
- One way you'll keep your customers satisfied and coming back

Sentence Starter Box

(Use these if you need help getting started.)

My business is called... • I offer... • To make it feel like a luxury service, I... • A recurring revenue idea I have is... • One of my biggest expenses would be... • I will keep my customers happy by...

Answer Key

Venture Vocab

Match the definition in Column A with the term in Column B.

Column A

- b. Tracks money earned and spent in business.
- d. Steady income received on a regular basis.
- e. Happy customers, good service.
- a. Written goals and strategy for a business.
- c. Premium experience with special touches.

Column B

- a. Business Plan
- b. P&L Sheet
- c. Luxury Service
- d. Recurring Revenue
- e. Customer Satisfaction

Startup Scenario

Student answers may vary, but still be valid as long as they correctly apply reasoning. Based on the show content and inductive reasoning, the following are some ideas.

<u>Business Plan</u>	<u>P&L Sheet</u>	<u>Luxury Service</u>	<u>Recurring Revenue</u>
<ul style="list-style-type: none">Plan the pricing of goods and packagingPlan a delivery scheduleDesign packaging and brandingPrepare a rotating calendar of goodiesSet goals for how many subscribers she would need	<ul style="list-style-type: none">Tracking money on business costs and salesSeeing if subscriptions cover ingredients and packaging	<ul style="list-style-type: none">Using fancy packaging and hand-written thank you cardsSelling high-end desserts with quality ingredientsHaving seasonal treat designsOffering free delivery	<ul style="list-style-type: none">Monthly subscriptions

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Example Student Response:

My business is called *Precision Mobile Detailing*, **and I offer** high-end car cleaning and interior detailing at people's homes. **To make it feel like a luxury service**, I use top-quality products, bring my own water and power using a trailer setup, and leave behind a custom air freshener and thank-you card. **A recurring revenue idea I have is** a monthly detailing plan where customers get their car cleaned every 2 weeks for a flat rate. **One of my biggest expenses would be** buying supplies like wax, microfiber towels, and a trailer with a water tank and generator. **I will keep my customers happy by** being on time, doing a spotless job, and making their car feel brand new every time. If I do a great job, I think people will rebook and recommend me to their neighbors and friends.

Guidance for grading:

- ☐ **Application of Key Vocabulary:** Clearly describes a small business idea and what it offers.
- ☐ **Clarity of Business Idea:** The business idea is realistic, specific, and tied to student interests or community needs.
- ☐ **Luxury Service Ideas:** Identifies at least one clear way the business will feel high-end or special. Goes beyond basic service to add a personal touch, packaging, or presentation.
- ☐ **Financial Planning Awareness:** Student mentions one recurring revenue idea OR an ongoing expense (operating/overhead). May also include marketing ideas or ways to build reputation (e.g., referrals, service quality, etc.).
- ☐ **Customer Focus & Growth Potential:** Describes how they'll keep customers happy and coming back.