

Business Buzz

An activity of "Fashion for planet earth"

The story "**Fashion for planet earth**" tells us about big clothing companies doing their part to take care of our planet. Read the story (page 10, *What's Up* June 2017). If you were to set up a business, what kind of business would it be? And, as important, how would your business help to take care of planet earth?

Work in pairs. Plan a small business partnership that does its part for the environment.

1. **THINK** about one type of business that you would like to set up in Singapore. What product or service would you sell? Using the table below, flesh out the details of your idea.
2. **SHARE** your idea and drawing with your class.

A The **product** or **service** that we would like to sell is: _____.

The **people who would buy** our product or service are: _____.

B Here is a sketch of our company's **logo**:

C We would **name** our company _____.

We would **locate** our office in _____ **because** _____.

D There may be other products or services out there that are similar to ours, but **ours would be unique** because:

E We will be a good steward of planet earth in the following ways: