## Week 4 Review

**True or False?**

1. It’s important to determine a typical unit of sale to understand your potential revenue.
2. A typical of unit of sale needs to be completely accurate.
3. One of the reasons that it’s important to determine a target market is to save money on promotion.
4. There is no way to know how many units the competition sells.
5. It’s not important to know how many units the competition sells.
6. Service businesses do not have a typical unit of sale.
7. Service businesses have overhead costs.
8. In the first year of business, it’s important to have at least 10 separate typical units of sales.
9. For the first year of business, you should use as many marketing channels as possible.

What section of the business plan did you complete with this week’s homework? (Business Plan Pieces from Week 6)

**Name the 3 things you decided to change or implement about your business after studying the competition.**

**1.**

**2.**

**3.**

**Describe your unit(s) of sale**

**Unit 1 Price $\_\_\_\_\_\_\_\_\_\_**

**Unit 2 Price $\_\_\_\_\_\_\_\_\_\_**