



Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

Have you ever been told, "If you can do it better, then why don't you?" In economics, that is the premise for many people taking on the task of starting their own business. If you do take on that challenge, there are three basic questions you must answer:

- What should be produced and how much of it should be produced?
- How should we produce it?
- Who should get the product and how much of it should they get?

Along with the three basic questions, entrepreneurs must look at other markets in their areas and decide how to best fit in to their local economy. Can they be competitive with traditional goods or should they find a niche product to be competitive?

## Group Activity

In small groups, develop a plan to start an egg business. Answer the three basic economic questions. Create a company name and logo for your egg business.

---

---

---

---

---

---