

West Lawn Youth Net



Program Summary

Highlights:

- Students created pricing and marketing strategies for their products
- Customers commented on the quality of the product and its uniqueness
- Students generated a 63% return on Investment on their first sales event
- Students received sales and etiquette training

Urban Creations, Entreenuity's newest student business, is a book binding business that is owned and operated by five teenagers in the North Lawndale Community. These young entrepreneurs started Urban Creations to help their customers express themselves through writing poetry or stories journaling, or creating a book of memories with photos and collectibles.



Entreenuity Instructor, Karmen Kohen, helping WYN entrepreneurs manufacture their product.

Business Training Topics included:

- Opportunity Recognition
- Setting Goals & Objectives
- Profit Margins
- Cost of Good Sold
- Fixed, variable, & miscellaneous costs
- Manufacturing Products
- Taxes
- Marketing and Advertising
- Return on Investment
- Charitable Contributions
- Business Planning
- Securing sales venues

Students received support from many resources when starting their business. Through funding received from the Steans Family Foundation, students received entrepreneurship training from Entreenuity where they explored the skills and qualities business owners possessed. Owning a business seemed to be within their reach when business owners from All Home Wiring talked to the teens about the advantages and disadvantages of being an entrepreneur. Finally, art instructor, Karmen Kohen, provided training on how to create customized books and book covers. Now the students had a plan!

WYN teens put their business training into practice when they were invited to sell their books at the Art Festival in Douglas Park. Students attracted customers to their booth by passing out flyers at the art festival and promoting the fact that they are a "student run business".

As a result, students generated a 63% return on investment from their sales! Students also learned that 80% of the customers who viewed their booth at the event purchased one of their journals. Students will continue to operate their business by selling at other events.



Urban Creation's finished product.



Urban Creation Owners