During my junior year at Sport and Medical Sciences Academy I was taking a course entitled Marketing I. The focus of this class revolved around how to start your own business and begin the process of making our own business plan at the end of the semester. During the course of this class we were given projects in which we were tested on our ability to present an idea and sell it to make a profit. Our New York field trip was one of these projects in which we were given a forty dollar investment buy our teacher to use in order for us to buy items in New York and sell them to make a profit. Projects like these would give us a firsthand experience of selling an item and learning about what a return on investment (ROI) is. Information such as ROI would be needed when it came to doing the business plan. So throughout the course we were given assignments to prepare us to be able to make a business plan. The business which was entitled Care for Cancer was an example in which I would conduct and analyze statistical data and draw in order to draw conclusions. Slide seven needed my partner and I to conduct a survey to the people in the community of Hartford so we can analyze whether or not people would be willing to attend a marathon in which the profits were going to be donated to a foundation in which a cure was being made for cancer. What we would do is look at the answers to the ten questions that was asked in the survey and made an observation and conclusion based on the answers to the questions. For example one of the questions was whether or not the customers were willing to enter in a marathon in which the profits were given to a cancer research facility. So what we would do is take the highest answer that appeared and divide that by the amount of people who had taken the survey to determine the percentage of the amount of people who would attend. Then we would take that percentage and multiply it by the population in Hartford to get an estimate of how many people would attend. During the process of making the business plan I was being prepared to speak in front of an audience due to the amount of practice from the projects that were given in class. This allowed my partner and I were able to have an idea on how to present ourselves in front of audience and a person. When handing out the surveys it was a much easier process to speak and try to get people’s attention because of the practice I had received in class. When it came down to the day of the final business plan presentations I had only made one error when presenting, overall my partner and I were given an eighty nine on our final. The class overall was a great help because presenting was something I tried to avoid but now I feel much more comfortable when presenting which is going to be a skill needed in college.