

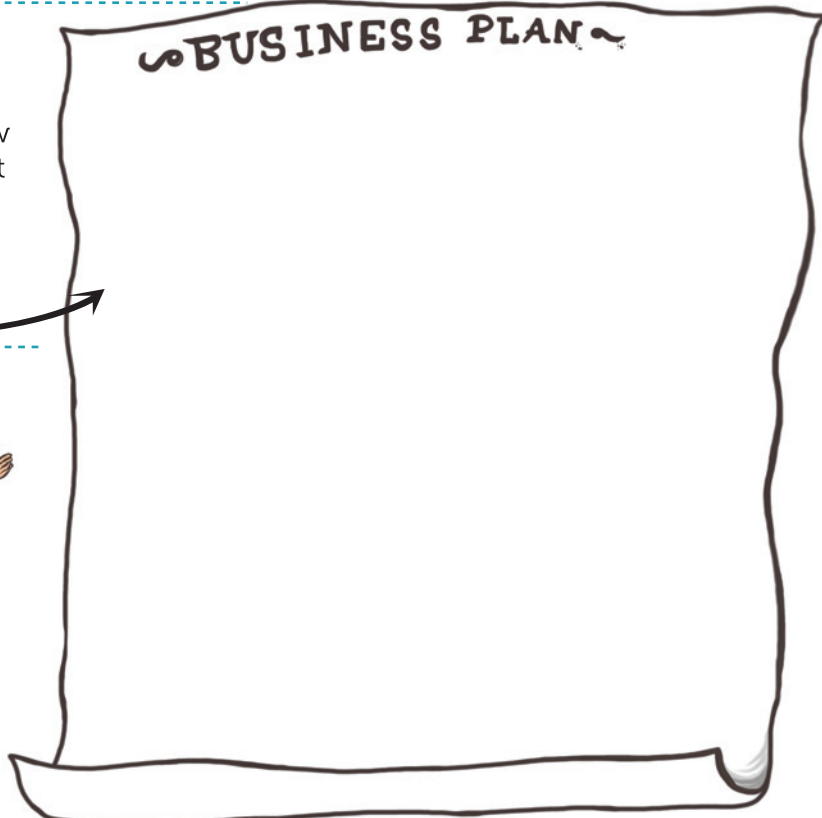


GOLD RUSH

BUSINESS PLAN

It wasn't just miners who got rich off the gold rush – businessmen who started stores and sold goods and services to the miners became just as wealthy, if not more wealthy, than the '49ers.

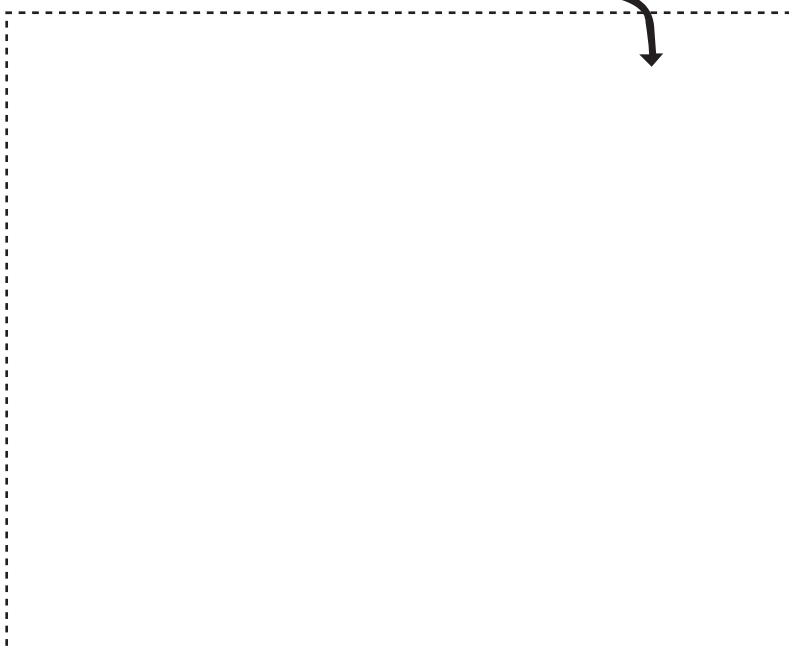
Think about the kinds of things that miners, many of whom came with only what they could carry and were far away from their homes, would want in their new life in California. Try to think not just about mining supplies, but also about things he might like to have for work, daily life, or even recreation and entertainment. Then, write up a plan for your new business.



- What is your business?
- Will you be selling material goods (things you can touch), or will you be providing a service (equipment repair, shave and a haircut, hotel room, song and dance)?
- Why will miners want to patronize it?
- How will you advertise it?



Draw a poster to advertise your new business.



How much will you charge?
Create a price list for the things you are selling below.

