

# SENIOR PROJECT CONFERENCE SHEET

Name: Kalib Geiger

Conference Date: 12/06/2021

**Project Title:** Grind N' Ride

## SMART Goal I set for this conference:

For December, I want to have done my Market Analysis, Strategy & Implementation, and Marketing Plan.

## Steps I took to accomplish my SMART Goal:

STEPS TAKEN	EVIDENCE TO PROVE WHAT I DID
Began working on finding out what a market analysis is	Ann Bib #3 <a href="https://docs.google.com/document/d/1NppFry2MHPgG6rZobv5k_EXeB5hXw1WvIv25DmgPYrk/edit?usp=sharing">https://docs.google.com/document/d/1NppFry2MHPgG6rZobv5k_EXeB5hXw1WvIv25DmgPYrk/edit?usp=sharing</a>
Drafted a small excel spreadsheet on what I needed to calculate for my plan.	

\* Was not able to complete the full goal.

Portfolio Link: <https://seniorproject.kalibgeiger.com> (Not Many Changes on what I have done so far)

**21st Century skills that I worked on this month and specific ways I have improved. How have you shown growth with the goals listed above? Do you need to make any adjustments? Which skill has been the hardest for you to practice and improve? Why?:**

Within November, I have learned more about establishing a financial plan for a business. I learned how to use Microsoft Excel more efficiently to build a table that will house all of my information for my financial plan (listed above). With this being a bike shop & cafe, I will have to do some rough estimates to get my financial plan completed and I will have to do more research to get those numbers to be more accurate. I would like to adjust how much time I am putting into learning these softwares and applying them. Sure, I need to know how to use them for this section but am I really going to use them again? The hardest skill for me to improve would be communication. Communicating with my mentor around the holidays has been rough as he is busy with family, running his business and I am slammed full with college exams, finals for some high school classes, and family in town as well.

**What I have learned since my last conference: (brief reflection on learning and evidence)**

From my last conference, I have learned that most financial plans are based on other businesses' current financial standings in the market. Doing research for these financial statements on current businesses' has been a challenge for me but I am continuing to research the market to find out the margins for my financial plan.

**SMART Goal I am going to work on for next month:**

For December, I want to finish off my Financial statements (Market Analysis, Strategy & Implementation, Marketing Plan. If I have time I want to continue to add more stuff into the plan.