**Small Business Management/NFTE**

**Entrepreneurship**

Lessons for the Week **12/15– 12/19**

**Tue. 12/16**: ***Winter Season now***

1. Go to http://www.cookiesforkidscancer.org/
2. What do they sell?
3. Name 1 competitive advantage.
4. Click on “Our Impact” and Grants Funded. What types of things have they funded?
5. So, the work questions from Friday and today are both cookie businesses. Would you say they are competitors of one another or not? Explain your answer briefly.
6. **Make sure you sign up for the YEC Conference today is the last day! Go to the following link:** [**https://www.eventbrite.com/e/2015-9th-annual-youth-entrepreneurship-conference-registration-14432212135**](https://www.eventbrite.com/e/2015-9th-annual-youth-entrepreneurship-conference-registration-14432212135)
7. Make sure your group work is completed and sent to Mr. Griffin, Taste test need to be ready for Thursday!:
   1. Coupon section
   2. Go over SWOT/Opportunity
   3. Taste Test
   4. Online Social Networking
   5. Newspaper Advertisements

**Homework:**

* **Go to www.sneakerpawnusa.com**
* **What does it mean if you pawn something?**
* **How does this business work?**
* **Name 2 competitive advantages this business has over a business like FootLocker?**

**Thur. 12/18**: Go to <http://www.hypehartford.com/>

1. What do they do?
2. How could an organization like this be important to you if you really did decide to become an entrepreneur?

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1. Taste Test
2. Individual presentations

**Homework**:

**Terms that are important to understand when it comes to describing a target market . . .**

* **Who is the sandwich generation?**
* **Who are the baby boomers?**
* **Who are blue collar workers?**
* **Who are white collar workers?**
* **Who are millennials?**

**Fri. 12/19**: 1. What is a DBA?

2. Where can I get a DBA?

3. Who needs a DBA?

4. EOU (we will talk about this)