**Small Business Management/NFTE**

**Entrepreneurship**

Lessons for the Week **12/8– 12/12**

**Tue. 12/9**: ***Winter Season now***

1. Go to [www.scentair.com](http://www.scentair.com)
   1. What does this company sell?
   2. Is it a product or a service?
   3. Go to “Scent Marketing”, Case Studies and click on Florida Hospital. What was ScentAir able to help this hospital accomplish?
   4. Go to Scent Marketing and click on Scent Science. Read through the facts. Is there any difference between the male and the female sense of smell?
2. Group work:
   1. Coupon section
   2. Go over SWOT/Opportunity
   3. Taste Test
   4. Online Social Networking
   5. Newspaper Advertisements

**Homework:**

* **Go to http://www.frownies.com/**
* **What do they sell?**
* **Who is their target market?**
* **Choose 1 specific product. What is it and how much is it?**
* **What do you think of this business?**

**Thur. 12/11**: 1. What is a consignment shop? How do they operate & what do they sell? Using the internet, find one local consignment business. What is their name and copy & paste their website here.

1. Continue work on your group project

**Homework**:

* **Go to http://www.anniethebaker.com/**
* **What do they sell?**
* **What makes them so special/different? \*this is their competitive advantage**
* **What types of selling venues does she use? Where?**

**Fri. 12/12**: 1. Group Presentation