**Small Business Management/NFTE**

**Entrepreneurship**

Lessons for the Week **12/23**

**Tue. 12/16**: ***Merry Christmas! Have a great vacation!!!!***

1. Go to http://www.redantspants.com
   1. What does this company sell?
   2. Why do you think she named the business Red Ants Pants?
   3. What is the pricing like?
   4. Who is most likely their target market?
   5. The way a business’s website looks is very important. This is part of Marketing. What do you like or not like about the look of this company’s website? Is it easy to use?
2. Taste test results
3. Maybe last taste test????
4. Go to http://www.fabricanltd.com/
   1. What do you think of their business idea? What exactly do they sell?
   2. Do you think they will be/are successful or not? Explain Briefly.
   3. List 3 of the business opportunities they list are possible with their product. \*\*check out their Spray-on Fabric link