Name: _____ Date: _____

Chapter 2 Review

Listen and Speak

Instructions

Working in groups of three, select a scenario from the list below. Then create a digital presentation in which you identify the different types of business models and select a business model that is right for your scenario.

Be sure to identify the advantages and disadvantages of your business model and provide your rationale. Also identify what marketplace needs the business will satisfy and how it will meet those needs. As you listen to your classmates' presentations, be prepared to take notes and ask follow-up questions.

Scenarios:

Scenario 1: You have a great idea for a website and smartphone application that allows students to complete homework on their phones.

Scenario 2: You and a friend want to start an animal grooming business.

Scenario 3: You have several years of experience designing computers and now you wish to start your own company.

Scenario 4: You have just graduated from a culinary academy and want to open a food truck.

Scenario 5: Your friend asks you to help him grow his lawn care business this summer.

Scenario 6: You've spent years designing and making your own clothing and accessories. You have several connections in the retail industry and are considering starting your own business.

Scenario 7: You love working with children and are interested in either providing childcare or tutoring services.

Scenario 8: You recently designed a logo for your family's business and now want to market your graphic design skills to other businesses in your area.

Scenario 9: You and your friends enjoy taking videos and editing them into short films. You are considering creating a video production company to produce marketing videos for local businesses.

Scenario 10: Whenever you are done using an article of clothing, jewelry, or shoes that are in good condition, you sell them online for a profit. You're curious whether or not other people would pay you to help them sell their unwanted items.