

Name:

Date:

Class:

Lesson 2.3

Practice Your Understanding

1. For each of the following scenarios, determine the type of PESTLE trend that most likely created the business opportunity described. Explain your reasoning for each selection. (2.3-1)

- a. An entrepreneur created an online marketplace where users can buy or sell used sports equipment. Those buying will save money while those selling can supplement their income by selling their possessions.

Answer:

- b. Pickleball is currently one of the fastest-growing sports in the United States. An entrepreneur created a business to teach pickleball lessons in their local community.

Answer:

- c. An entrepreneur launched a consulting business that uses artificial intelligence (AI) programs to create portfolios for business professionals seeking new employment. Each portfolio includes a photo headshot, résumé, and cover letter that have been generated or touched up using AI.

Answer:

2. A friend told you they plan to start a social media marketing consulting firm that will serve small-business owners in your community. Now that they have completed entrepreneurial discovery and solidified their business idea, they are unsure of the next step, which is conducting a feasibility analysis. Assist your friend by analyzing the feasibility of launching their business opportunity in your community. Additionally, identify online resources that could provide useful information about the industry or potential customers. (2.3-2)

Answer:

3. Jordan recently closed the smoothie shop she opened less than a year ago. During the time she was open, she suffered from low sales even though she was located

by a busy intersection. Customers often complained in online reviews that it was difficult to find parking on the street as there were no spaces available in her small lot. Jordan was in such a rush to open for business, she did not consider installing a drive-through window. Once she realized a drive-through would increase sales without requiring parking, she did not have any remaining money in her budget for the renovation. Analyze the scenario to determine at least three reasons Jordan's business failed in the first year. (2.3-3)

Answer: