

Name:

Date:

Class:

## Lesson 3.2

### Practice Your Understanding

1. Ava plans to start a sports photography business in her hometown. She does not want to establish a physical store and would prefer to book and communicate with clients through the business website and social media platforms. Determine at least three topics Ava should research while planning her business. (3.2-1)

Answer:

2. Analyze the following statements to determine the external resource that may best provide assistance to the entrepreneur. (3.2-2)
  - a. While planning a new venture, an entrepreneur wants to research their competition to learn more about their business practices, ethical behavior, and customer complaints.

Answer:

- b. An entrepreneur is seeking volunteer opportunities to help build brand recognition and create a positive image for their new business.

Answer:

- c. An entrepreneur needs guidance on how to construct a professional business plan and prefers to find help through free mentorship and online workshops.

Answer:

- d. An entrepreneur is planning to open a new restaurant and needs to determine the permits necessary to open for business.

Answer:

3. Your friend, who loves to paint, is considering starting a business to sell their artwork online. They have just begun writing their business plan and have asked for your help in developing their business goals. Prepare four goals to share with your friend. Each goal should represent a different type for variety. (3.2-3)

Answer: