Activity 1: Introduction
Discuss these questions with a group. They will help you to begin thinking about the concepts in this chapter.

1. What are some advantages and disadvantages of starting your own business? Of working for an established company? Which would you prefer? Why?
2. If you were going to start your own company, what kind would you start? Why?
3. What factors do successful businesses have in common? How do those factors help them to succeed? What factors can cause a business to fail?
4. How is technology changing business today?

Activity 2: Reading
Read p. 3 and take notes. This page will introduce a successful entrepreneur and his journey.

Activity 3: Web research
Go to the website for the Cabo Wabo Cantina: http://www.cabowabocantina.com/
Compare the Las Vegas and Hollywood Menus. Plan a meal at each.

Hollywood		Las Vegas	
Item	Price	Item	Price

1. What differences did you notice between the menus of the two locations? Why do you think they were different?
2. Compare your meal with the meals of other people in your group. How were they similar and different? How did you decide what to order?

Activity 4: Reading

Read and take notes over p. 4 – 7 (LO 1-1). Mark anything you don't understand.

Activity 5: LO 1-1 Discussion Questions

1. Compare your notes. Discuss any things you didn't understand.
2. Look at the list of companies below. With your group decide if they primarily produce a **good** or a **service**. What kind of a good or service does each one produce?

Nike	Hilton Hotels	Apple	Uniqulo
Japan Airlines	Honda	Amazon	Softbank

3. What is the difference between a traditional businessman and an **entrepreneur**? Who are some of the most famous entrepreneurs you can think of? What characteristics do they share?
4. What is the difference between **revenue** and **profit**? Is it possible for a business to have large revenue but not be profitable? How?
5. Do you think that businesses should be concerned about the **quality of life** of their employees? What kinds of things can companies do to improve the quality of life for their employees?
6. Look at the chart of **stakeholders** on p. 6. Choose a company from the chart above. Think of a specific example of each group of stakeholders for that company. What does the business need to do to address the needs of each group?
7. What is the difference between a traditional business and a **nonprofit organization**? What are some of the largest nonprofit organizations in Japan? Would you rather work for a traditional business, a nonprofit organization, or be an entrepreneur?