

Entrepreneur Scenarios

For each scenario, describe whether or not the person would be considered an entrepreneur.

For any scenarios where you decide that the person IS an entrepreneur, identify if they would be considered a social or business entrepreneur AND whether their business is product or service based.

1. Nicole opens a hair salon that caters to women who are struggling with cancer. Her salon has a wide variety of wigs for purchase and assists women with wig fittings. The salon also specializes in hair styles for women who are trying to grow their hair after completing chemotherapy. The idea for the business originally came from Nicole's mother who had a friend with breast cancer who had a hard time finding a salon that catered to her needs.
2. Anne invented a device that uses grass and leaves to generate electricity. The device is portable and lightweight. Anne's company, GreenLight, sells the device to third world countries and poor communities. Anne hopes that her device will help improve the lives of people.
3. Juliet works for a popular retail store that specializes in sports gear. She was recently promoted to Store Manager. As a store manager, she is responsible for opening the store each morning, depositing money at the bank, ordering merchandise, managing the store's displays, and hiring and training employees.
4. Jemima's father opened a house cleaning business 20 years ago. Jemima worked there part time while she was in school. Her father recently passed away and left the entire business to her. For the past three months she has operated the business.
5. Steve works for Pfizer, a pharmaceutical company. Steve's boss recently put him in charge of researching and developing a drug that will cure male baldness. Steve will be responsible for choosing a team of scientists to work on the drug in addition to managing budgets and writing reports on the progress of the drug.

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6. Heather and Tammy opened a bakery that specializes in custom cakes. They average approximately 5 cake orders per week. Unfortunately, for the bakery to cover all their costs (rent, equipment, supplies, advertising, etc), they must have an average of 25 cake orders per week. If they can not increase their number of orders, they anticipate having to close the bakery within three months.

7. Mark works part time at Food 4 Less as a cashier. The rest of his time is spent designing websites for individuals and companies. An individual can submit a work order and payment to Mark through his website, www.markmillerdesigns.com.