Brainstorming Ideas

**Business name**: Jen’s Sprinkles Spectacles

**What do they do?**

* A small business that sells wax beads which are scented to make any space smell good.

**Who are the customers?**

* Anyone who likes fragrance including floral, bakery, woodsy scents.
* People who like fragrance but get headaches from candles
* People who do not want a black residue on their walls from candles

**Who are the suppliers?**

* Pink Zebra (would supply the paraffin wax with the scented oils incorporated)
* Local soybean farm (who supply the soybeans to Pink Zebra – I could research Illinois soybean farms for the market research database)

**What area of the market does the business aim for?**

* Safety including toxic free ingredients

**Pitch Idea:** Support a local business in Illinois