**Week 2**

For this week's discussion, you will examine a business and give an example of a similar business you've seen on social media.

Note that the discussion forum has been set up so students are not able to create threads - what you are required to do is reply once to the original post (thereby creating your own post).

The small business I decided to look at is the *Kawartha TV & Stereo*. In my three years in Peterborough, I always passed this store on my way to the University, to work and always wondered what exactly the store was about. However, I never really got a chance to go in and check the store out. Looking at the website it is actually quite impressive how this store has grown so much from being just a sewing machine store. The website is not only informative, but also captivating. The site is easy to navigate and hence quite user friendly.

One other business that I found similar to *Kawartha TV & Stereo* is ***GoPro*.** Go Pro is a business that sells cameras, accessories, and all the gear that is needed to capture moments in life. It is not a very old business but was started in 2002. The thing I like about their website is how they have presented themselves. The website is properly designed to target the audience. The cameras and accessories are something that youngsters are more interested in, hence making them the larger target audience. They also have a YouTube channel where they share some ‘cool’ adventurous shots that the camera captures to show the qualities of their products which is very captivating. I would definitely suggest checking their website and channel.

Website : <https://gopro.com/en/ca/about-us>

YouTube channel : <https://youtu.be/jGmiYzCPnSE>