

- Concerns: Time, \$, space
- Decision: Stay where she is? move into liquid soap?
- Anticipating for students who have hobbies that they want to make into careers?
- TN: what \$s would instructors like?
- Often the biz owner does not know how to run the numbers or what \$s to run
- Should she consider changing distribution model?
- Decision: If the biz is going to be big she could sell more of the current product line OR sell a larger assortment
- Session chair - change the decision point (Tim: 'But that's not her')
- Or add to the teaching note the discussion point about changing distribution

- Suggestion for soap maker - use restaurant model
- Twice the known bar + liquid soap - trend is toward liquid soap (an important marketing factor)
- Add info about trends on soap + the form of the soap
- Is the upscale soap market declining?
- The answer based on \$s is "go to liquid" - Is there more background that would be added
- Well written, nice hook, could be used in an intro to biz class

- Curston about the zoning ordinance
- Suggested addition: The details about her name across as too abstract
- Add more details about her life - why is she so busy?
- A good story - A biz issue and a personal issue - there are not as many

- causes about personal issues
- A very important issue - why go into business?
- The numbers often are not reliable - and that is not a consideration for some entrepreneurs
- Is there a stigma attached to liquid soap?
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- 2nd to last paragraph re: risk averseness - play this up - why is it taking her so long to make the decision?
- Play up her situation to make it real