1. Using what you learned in the Unit, what are some of the characteristics about Happier Camper that qualify it as a small business? Discuss the pros and cons of Happier Camper being and/or remaining a small business.

You can make a lot of money by selling campers, by remaining a small business you may run out of campers or parts to build more campers.

2. Discuss what sets the Happier Camper apart from other similar businesses (hint: explain how the design of the Happier Camper makes the product unique).

Other campers were not designed how he wanted, so he decided to make them how he thinks they should me made.

3. Explain why the show’s host described the Happier Camper as a “Happy Accident”.

The business started as a happy accident because he fixed up an old trailer and took it to tech shows for a different product he had made.

4. Explain what is unique about how Sophia Hall generates inventory for her store.

She like clothes that were more vintage and she decided to start making her own clothes, which turned into a store.

5. Why do you think Hall’s store is successful and what about the model do you think makes it sustainable?

She has a very unique offering for clothing style. What makes it sustainable is that you can't really find the clothes anywhere else.

6. After interviewing both business owners, the host asks them to provide one word that describes what they think is needed to making it in business. Choose one of the words that Michael or Hall used and explain why you think this word best answers the question or provide your own word that you believe is most needed to make it in business.

To start your own business it requires dedication.

It requires dedication because you need to find something unique that almost nobody else does, that way your business will be successful.

7. Both Michael and Hall own their own small, successful businesses. Research a small, successful business near you and write a short two paragraph article discussing the business and reporting on why you think the business has or has not been successful. Finally, include possible next steps for the business in the future.

The business is Academy of Natural Therapy and they have a massage clinic attached to the school for massage. The students are trained on site in the clinic and so the clinic has less cost for training the licensed therapists. After finishing school here, they have spent six moths training in the clinic and know the processes and expectations.

The clinic also gets to pick from the recent graduates who gets hired so the clinic can hire only the best if they so choose. There's a continuous influx to the clinic of the best and the brightest. So the clinic saves money again with the interviewing and recruiting process because it can cost next to nothing to speak to the top students before they graduate.

The business has been successful because it has easy access to the best new therapists with a lot of cost savings in a market where these licensed professionals are in short supply.