

## **Entrepreneurship Building a Business**

### **Chapter 3 Recognizing Opportunity**

#### **Section 3.1 Understanding Entrepreneurial Trends**

##### **SECTION 3.1 After You Read Answer Key**

##### **Self-Check**

1. Answers will vary but should include two of the following trends: Internet businesses, service businesses, home-based businesses, socially responsible nonprofit businesses, corporate venture, strategic alliances, and an increased emphasis on technology and outsourcing.
2. Demographics are personal characteristics that describe a population, such as age, gender, income, ethnic background, education, and occupation. They affect the kinds of products and services that businesses develop.
3. Publications and Web sites will vary but may include government, media, and business sources.

##### **Think**

4. Brainstorming, creative thinking, and observations can help people recognize opportunity and develop new enterprise ideas.

##### **English Language Arts**

5. Sample student response: Dr. Martin Cooper, an engineer and project manager at Motorola, is credited with inventing the cell phone. The idea of cellular communication was first suggested in 1947 by Bell Labs. In 1973, Cooper made the first working prototype of a cell phone and placed the first call. Later, Motorola became a leading supplier of cell phones.