

# CHAPTER 3 Recognizing Opportunities

## SOFTWARE ACTIVITY

### Database Application

**OBJECTIVE:** Recognize marketing niches.

Potential entrepreneurs should constantly be on the lookout for new opportunities. Before they make a decision on whether or not to pursue a particular business idea, they must gather as much information as possible. A careful analysis of available data will help the entrepreneur follow through with a business idea.

### Practice Situation

You are exploring the idea of opening a new florist shop in town; however, you want to open the business in an area with little or no competition. You also want to provide customer services that may not be available at other florist shops around. Through an analysis of the local Yellow Pages, you have collected data on existing florists and recorded the information in a database.

The printout below illustrates the information you have collected about each florist—in addition to zip code location, you have found information on whether or not they offer special services such as balloons, fruit baskets, local delivery, and gift baskets. Your city is divided into the following four zip code areas—29201, 20202, 29203, and 20204.

Store	Zip Code	Balloons	Fruit Baskets	Gift Baskets	Local Delivery
1	29201	Yes	No	No	Yes
2	29202	No	No	No	No
3	29203	No	No	No	Yes
4	29201	No	No	No	No
5	29203	Yes	No	Yes	Yes

## Database Directions

1. Start your database software program.
2. Recreate the table from the previous page using your database program.
3. Sort the data by zip code. Then, sort the data by each of the following categories-balloons, fruit baskets, gift baskets, and delivery. After each sort, save your work.
4. Print out a copy of your work if your teacher has instructed you to do so.
5. Answer the following questions.

### Interpreting Results

1. In which zip code area are most of the florists located?

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2. Which service is offered by the most florists?

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### Drawing Conclusions

3. Based on the data presented along with your wish for the least local competition, in which zip code would you start the florist shop? Why might this idea prove to be feasible? Why not?

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4. None of the existing florists offer fruit baskets. If you open a florist shop, how would you interpret this information?

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