

# Business selection discussion summary



**FEEDBACK ON ADVERTISING COMPANY** In my opinion, starting an advertising company on the internet that is completely focused on regional entertainment advertising is a good idea. Although it is not something very unique in the globalized and national culture, it is still a profitable business as more and more people are becoming aware of the internet and using it in their daily lives. If the website or the company is focused on providing advertisements to a particular region, it can reach a particular audience that the entertainment company aims in its advertising.

#### **FEEDBACK ON MANUFACTURER OF CAMPING EQUIPMENT**

Manufacturer of camping equipment is an excellent idea. This is because that as people globally is becoming more and more aware of the camping and adventure sports they are interested in buying top of the shelf products. Also there is market need for highly professional provider of camping equipment.

#### **NAME OF THE BABY CLOTHING STORE**

TODDLERS, LITTLE TYKES, FASHION BABIES, TRENDY TOTS

#### **BUSINESS IDEA**

Toddlers is a designer baby clothing store that focuses on a wide range of products for newborns and infants and till the age of 3. The store will focus on selling clothes, furniture and cribs, strollers, car seats, diapers, bedding and everything related to a baby. The clothing line will include sleepwear, play-clothes, and the related accessories. The basic aim behind opening a baby clothing store is to give high-class fashion conscious parents a chic store/ boutique where they can get fashionable clothes and accessories for their babies. The theme of the store will portray a baby's world that pampers every new born making it feel more special than he/she really is. The

business idea is based on the following points

Present and offer the premium and excellent clothing and accessories to the mothers for their children.

Pamper the children.

Develop and expand a stern financial control system for the business.

#### MISSION

The mission statement of the store is:

“ Provide highest quality items for babies in order to fulfill the needs and wishes of the parents for their children.

Quality is important. Therefore the mission also encompasses providing quality fabric that is soft as silk and does not irritate the baby’s smooth and gentle skin.

#### VISION

The vision statement consists of the store’s beliefs and values. The management of the store will make every effort to conduct the business that reflects the vision which is as follows:

“ Store creates an atmosphere of warm hospitality to embrace the customers and the babies by providing a motherly spirit to benefit the customers.”

#### FUTURE OF THE BUSINESS

To expand the business by offering fashionable maternity clothes and accessories.

To acquire market share in this niche market by focusing on the maternity and baby clothing and accessories