

Entrepreneurship 320

Business



Entrepreneurship The story the North Shore Soap Factory began when Jerry Driscoll and Debora were issued some local natural soap by an organic chemist. They natural soap sparked a business empire within their minds. The two bought the soap business that was small at the time of acquisition. They realized the importance of natural soap in the North Shore. The natural soap was to compete with other “ commercial soaps” within the region. The small business evolved and the Hawaiian Bath and Body products were established. Business operations shifted from their house to a complete factory that was later named, “ North Shore Soap Factory.” Market gaps were identified, and the products were designed to capture prospective consumers. A spa inspired boutique was established. Product differentiation was undertaken after more original recipes were established. The two founders of the North Shore Soap Factory attribute their success story to the following reasons;

The factory operations comprise of “ old-fashioned” methods of making soap, and

The ingredients used are of high quality; hence making the difference.

Richard Schmelzer realized a potential business empire from an idea generated by his wife Sheri and their kids. The idea relied on decorating shoes with rhinestones and clay charms. Sheri Schmelzer is a witness that entrepreneurial skills can sprout from creativity, timing, and patience. Rich took the business idea and created Jibbitz. The company specializes on producing accessories for Crocs shoes. He attributes the success to timing. His business was defined by the ability to capitalize on ideas no matter how small they appear. Entrepreneurial skills do not necessarily arise from strong business ideas, ideas as small as those of Rich’s wife and kids bear potential

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success. Jibbitz success story revolves around the spheres of capitalizing on potential business ideas and establishing the appropriate time to capture the existing market trends (Hutt p 34).

Reference

Hutt, Roger W.. Entrepreneurship: starting your own business. Cincinnati, Ohio: South-Western Pub. Co., 2007. Print.