

Roxanne quimby



**ASSIGN  
BUSTER**

Why Is Roseanne Glumly successful? Roseanne is successful because she saw an opportunity to create something and went for it. She was persistent and dedicated to selling Burst's Bees products. She was a hard-worker, putting in 20-hour workdays. Her moneymaking skills helped her and her two children to survive. She has always felt that she was entrepreneurial because she was always in control.

Reason's traits of being so debt-averse and cash aware helped drive the company to success, not having to rely on retailers that don't pay their bills within the 30 day limit. The company was completely debt-free, Roseanne never had a credit card, and they never took out a loan. She found a partner that was "on the same wavelength" as her who was more risk-averse than she was and had great ideas. Their partnership helped to grow Burst's Bees.

2. Life Style vs.. High Potential Venture. Your opinion on this?

I think this is a high potential venture, especially with the number of people looking for more natural products. The increase in consumers who are more aware of what they eat, where they shop, and the ingredients that are in the products have increased exponentially. So, actually, this product caters to lifestyle as well. The venture has numerous possibilities and the product lines that could be created are endless.

3. Location Issues. Maine Vs.. North Carolina. Please list advantages and disadvantages.

Maine (Advantages) \* The business existed in the minds of the Maine employees; everyone had a mark on the process \* cheap labor (\$5 wages for the 44 employees - all welfare moms) \* Cheap land (\$100/acre) Cheap rent for the schoolhouse (production plant) - \$150 for the year (that was lost for

the fire insurance) \* Very few expenses ; No phone line -? so they were able to convince the localhealthfoodstore to take messages for their orders Maine (Disadvantages) \* High Transport Costs (Its location was too far from metropolitan areas; shipping and receiving were expensive) \* High Payroll Taxes (being taxed 10% of payroll due to 20% unemployment) \* Lack of Expertise (unskilled workers) \* If the business stayed in Maine, Roseanne would have stunted its growth