

1. Sole proprietorship, partnership, corporation, specialized partnership, specialized corporation, cooperative, franchise

	Adv	Disadv
Sole	Get all \$\$\$	All liabilities (insurance, employment)
Partnership	Share work	Split \$; liabilities
Corporation	Limited liab.& Capital easy to obtain	Gov't regulations

3. analysis & evaluation process that businesses use to understand current environment
4. ...financial resources, HR, R & D, production
- 5...demographics, society & culture, technology
6. to id trends, gaps, events, development and issues that will impact businesses
7. needs, demographics, pricing
8. what customers value? What are their attitudes?
9. regular monitoring, collect data, anticipate changes, where are we now, starting point
10. Political, Economy, Socio&Culture, Technology
11. Identify purpose, carry out activities, analyze & interpret trends, further action, report results, and continuously scan
12. Carneige, Ford, JP Morgan, Rockefeller, Vanderbilt
13. attribute listing, sketching & doodling, associations, lateral thinking, brainstorming
14. take responsibility, believe in super power, bold in negotiation, understand competition, find a way and not an excuse
15. explain your response for a correct answer