

## Entrepreneurial Areas and Identifying Opportunities

(Entrepreneur - a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so)

**Arts and Humanities:** Foreign language interpreter/translator, artist, graphic designer, music instructor, sign painter, writer, piano tuner

**Business and Marketing:** Accountant, messenger service owner, copy shop owner, tax preparer, word processing service owner, advertising agency owner, real estate broker, trade show manager, retail store owner, insurance agent, public relations consultant.

**Construction:** Air conditioning, heating, solar or renewable energy, plumber, home remodeler, kitchen and bath consultant, architect

**Health:** Chiropractor, family doctor, massage therapist, speech therapist, physical therapist, pharmacist, family doctor

**Home Economics:** Caterer, childcare provider, clothing decorator, dry cleaner, home cleaning, nanny placement service

**Hospitality and Recreation:** Bed and breakfast, health clubs, personal trainer, pool cleaning, restaurant owner, tour operator, travel agent valet parking

**Personal Service:** Career counselor, cosmetologist, event planner, financial planner, image consultant, concierge

**Plants and Animals:** Pet trainer, Horse trainer, Veterinarian, landscaper

**Protective and Social Services:** Bodyguard, locksmith, private investigator, sign language interpreter

**Science and Technology:** Appliance repair, computer programmer, hazardous waste management

**Transportation:** Airplane/helicopter pilot, auto detailer, bicycle shop owner, limousine owner, moving company, boat yard director, auto repair/maintenance service

**Task:** Create a business in Elizabethtown or Westport based on some of the areas above in which you can identify a business opportunity (some need is not being addressed).

Example #1: Parasailing business in Westport for tourists.

Example #2: Laundromat facility in Elizabethtown.

- Be creative and name the business; Located where in Elizabethtown or Westport? The exact location.
- Describe how the business would operate and how it would earn money. Provide details.
- Who are the competitors? Would there be demand for it? Describe your typical customer?