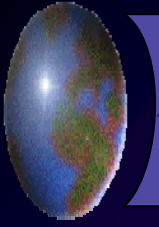




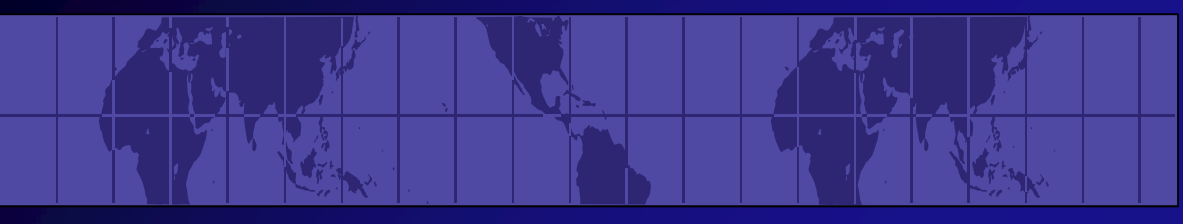
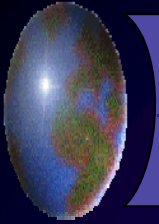
*Trends =  
Opportunities*

Entrepreneurship 12



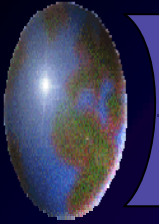
# *What is a trend?*

- Examples of trends are:



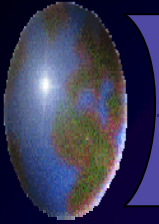
# *Trends*

- Definite move in a particular direction
  - Occur in all areas of life
    - Fashion
    - Food
    - Fitness activities
    - Types of vehicles
    - Housing
    - Demands for certain types of products/services
    - Entertainment types
    - Personalities



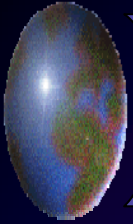
# *What Causes Trends?*

- Change in demographics
  - General age, gender, etc.
    - Baby boomers
    - Generation X
    - Generation Y



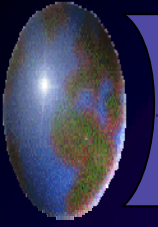
# *Trend Setters: Baby Boomers*

- Over 1/3 of the population
- mid-forties-fifties
- Dual incomes
- Looking for quality products and services
  - Trends set with them
    - Smaller but more convenient homes
    - Smaller luxury cars
    - Time and work-saving gadgets and services
    - Specialty prepared foods for easy-to-prepare foods
    - Home repair and maintenance
    - Leisure and travel arrangements
    - More sophisticated sound systems



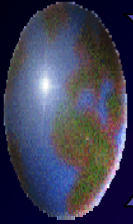
## *Entrepreneurs Must:*

- Constantly monitor the market for trends
  - While baby boomers are large portion of market today... in a few years another segment might be in this position
- Wise entrepreneur plans ahead for possible developments
- Looking ahead and trying to predict trends can point the way to another option for product and services and allow for adjustments to change



# *Technology Trend*

- Moved away from Industrial to the age of information
  - There is now
    - More trade among nations
    - Greater transfer of culture and information
    - Export and import opportunities for entrepreneurial ventures
    - Improvement in quality of life
    - Advancement of computers
    - Production of easier to use programs for businesses



## *Fitness Trend*

- Age of information brought with it the age of sedentary living (very little moving)
- Also brought more information on physical afflictions due to
  - Lack of exercise
  - Poor eating habits
  - Substance abuse