

CHAPTER 3 Recognizing Opportunities

SOFTWARE ACTIVITY

Database Application

much information as possible. A careful analysis of available data will help the entrepreneur follow through with a business idea.

Practice Situation

You are exploring the idea of opening a new florist shop in town; however, you want to open the business in an area with little or no competition. You also want to provide customer services that may not be available at other florist shops around. Through an analysis of the local Yellow Pages, you have collected data on existing florists and recorded the information in a database.

The printout below illustrates the information you have collected about each florist—in addition to zip code location, you have found information on whether or not they offer special services such as balloons, fruit baskets, local delivery, and gift baskets. Your city is divided into the following four zip code areas—29201, 29202, 29203, and 29204.

Store	Zip code	Balloons	Fruit Baskets	Gift Baskets	Local Delivery
1	29201	Yes	No	No	Yes
2	29202	No	No	No	No
3	29203	No	No	No	Yes
4	29201	No	No	No	No
5	29203	Yes	No	Yes	Yes

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