

This presentation will showcase the process I went through to create a family-friendly entertainment business. I have prior business experience creating and selling hot chocolate bombs. During the winter, sales were great, however, I soon discovered a fatal flaw: my product would not sell in the summertime. Additionally, the market was becoming increasingly saturated with competitors and so I was forced to look elsewhere for new business ventures. While competition is scarce in terms of family entertainment in the area, there were still several obstacles I had to overcome to ensure my business's survival. I am sharing my story of how I overcame these obstacles along with the things I wish I had known before I jumped into this endeavor almost a year ago. Aspiring entrepreneurs – take note!