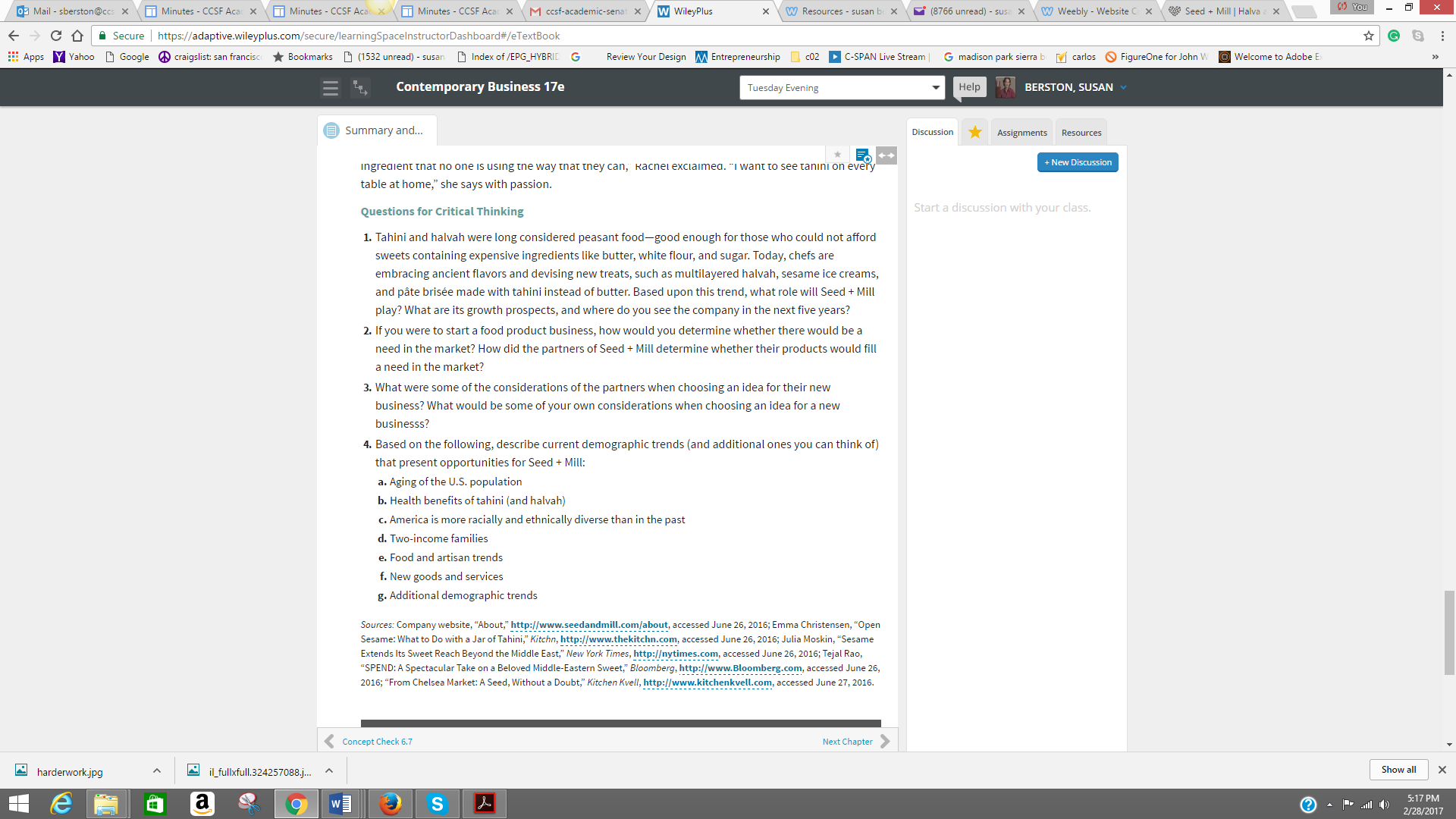
Case study #2 Seed + Mill (Chapter 6)

To be submitted through WileyPlus.com at **11 PM on Wednesday, 3/22/17**

Below are the four questions which you will answer online through the WileyPlus site. Be sure to write at least 250 words for each answer – that means a total of 1,000 words. You may, of course, go well above and beyond 1,000 words.

Recommendations:

* Read chapter 6 in order to understand all terminology
* Read the Seed + Mill case at the end of the chapter 6, then watch the video (under summary and cases)
* Feel free to go to the websites for Seed + Mill to do additional research and a deeper level of understanding
* For each of the questions below (which will appear under “assignments” through WileyPlus.com), think, research, and develop an original answer. Don’t copy anything you’ve already read. With original wording and writing, convey your thoughts. Provide a well-developed and detailed answer. *Begin a week in advance.*
* Your grade will include: grammar, spelling, and sentence structure. Get help at Rosenberg Library in the tutoring lab.
* Do additional research on the company and its current state of affairs. Study its website at https://www.seedandmill.com/ -- there are a few more articles written about this company, so try to read them all.



Answer each question (there are 4 questions) with a minimum of 250 words. Please separate ideas with paragraphs. Use bullet points and bolding to highlight important ideas and points. It makes it easier for me to read online. Discuss, list, describe, and provide examples and detail. *Thanks!*

To earn full credit, and to be sure you’re answering each question (within a question):

1. Based upon this trend, the role Seed + Mill will play is as follows:  
   Seed + Mill’s growth prospects are as follows:  
   In five years, the company will be….
2. If I were to start a food product business, I would determine the need in the market in the following ways:  
     
   The partners of Seed + Mill determined whether there was a need for its product by…. (discuss, list, describe, provide examples and detail)
3. Some of the considerations of the partners for choosing an idea for their new business included:  
   Some of my own considerations for choosing an idea for a new business would be:
4. The following current demographic trends create opportunities for Seed+Mill as follows:  
   Aging (discuss)  
   Health benefits (discuss)  
   Diversity (discuss)  
   Two-income families (discuss)  
   Food and artisan trends (discuss)  
   New goods and services (discuss)  
   Additional demographic trends? (discuss)