## **Student Overview:**

During this activity students will learn the importance of differentiating a business; offering the same thing as another business will not lead to success. Students' will also address questions such as why a company would own two products/services in the same market. Students will come to realize that a big factor is positioning in the market place. Students will then analyze the current market conditions in a specific area of "Arts and Culture" to see where a potential business opportunity exists.