

ENTREPRENEUR VIDEO DISCUSSION

FEDERAL RESERVE BANK of KANSAS CITY

A1 PET EMPORIUM

Trisha Clark

(Teacher Note: Student answers to discussion questions may vary; possible answers are provided below.)

1. What makes A1 Pet Emporium a unique business? *(The business sells healthy and natural food for dogs and cats. It partners with local animal rescue organizations and provides a room for customers and homeless animals to interact in order to foster adoption of those animals.)*
2. Why did Trisha choose to start A1 Pet Emporium? *(Her own dog developed allergies, and she did research to find out more about pet food and products that are best for animals. She became passionate about helping animals and wanted to change careers to begin the pet business with her husband.)*
3. How is community service an important part of Trisha's business? *(Since she partners with animal rescue organizations, she is helping more pets to become adopted. She also tries to educate the community on the plight of homeless animals.)*
4. Trisha mentioned that she had opened a second location for her business. Why is it important for entrepreneurs to look for opportunities to grow their business? *(If you expand your business, you are able to offer your product or services to more customers and have a bigger impact on your community. You can also offer more job opportunities to those interested in working for your business, as well as increase your own profit.)*
5. What advice does Trisha give to those who want to start their own businesses? *(She advises entrepreneurs to start small and work hard. She said it was important not to let your background or lack of education restrict your efforts to begin a business, as long as you have a passion for what you're doing.)*



