**Chapter 2: Start-Up and the Need for Competitive Advantage**

1. Search for “top environmental concerns” on the Internet, and select five concerns that seem to be most relevant to small businesses. Analyze these concerns to determine how they will shape business practice in small firms over the next decade. Then, identify five to ten new venture opportunities that could be created based on the concerns you select. Explain your findings and recommendations.
2. Visit the website of a business publication, such as [Financial Post](http://www.financialpost.com/index.html) or [Canadian Business](http://www.canadianbusiness.com/), and describe the type of target market strategy you believe the newspaper or magazine uses.
3. Daymak sells electrically powered bicycles, like its lightweight frame line of Paris Lithium bikes. Take a look at the information found on the company’s website (<http://www.daymak.com/index>). Using the terminology introduced in this chapter, identify the specific type of strategy Daymak is using to expand its business.