

Most Creative Business/Product Combination Contest

In a weak economy, people are generally interested in ways to save both time and money. Creative combinations of services and products can be very popular in such times. The bank that has a coffee shop on its premises, the laundromat and pub combination, or the drug store with a resident nurse practitioner—all of these offer synergy and potential cost savings to both the business and the customer.

Your task is to discuss possible combinations of products or businesses that might be attractive to hard-working people who are watching their budgets. Choose the most attractive alternative to present to your classmates. You will then be asked to vote for the best new business idea. You will have a limited time to present so be sure to indicate who the most likely customers for your new business will be and how they will benefit from the business. Also, be prepared to explain why these combinations work and if you see potential cost savings for either the business or the customer.