Chapter 6

Business Formation: Choosing the Form That Fits

Video Case: Healthy Treats Annie’s Way

Concepts Illustrated in the Video

- Business ownership trends
- Classic Entrepreneurs
- Entrepreneur’s managerial ability and technical knowledge
- Entrepreneurial personality
- Starting your own business

Critical Thinking Questions:

1. What kind of entrepreneur is Annie Withey? What personal traits does she exhibit that entrepreneurs need to succeed?

2. How did the company evolve from a small business into a multi-million dollar leader in the natural organic food industry? What long-term growth strategies is the company pursuing as it moves into the future under Solera’s stewardship?

3. Explore the Annies’ Website at www.annies.com. What unique features did you find? How does this Website expand upon Annie’s mission?