

Mentor Visit Assessment #3

Mentor: Joshua Meek
Profession: Chief Executive Officer
Location: Nerdvana Coffee Shop
Date: November 16, 2016
Time: 5:30 p.m.

Throughout the mentor visit, I sought to gain direction for my company and build upon what I have already completed in the past. I wanted to improve as a person and refine my skills to be the absolute best I can be. Along with this, I aimed to absorb as much knowledge as possible from Mr. Meek as he has extensive experience in the field of entrepreneurship.

I began the interview by asking Mr. Meek ways to expand my knowledge. He conveyed to me that it was always important to be doing something productive with my free time. If I have nothing else to do, I could always be researching and expanding my knowledge in different fields in order to become more well versed. Through having a background in many areas, I will be able to connect with all types of people and gain multiple connections that I could utilize in my future. Secondly, I was told to read for at least thirty minutes every single day. I can see the importance in this because reading is a boundless method to gain knowledge. Books go in depth about the topic and give experiences/advice to the people reading them. They can also boost one's vocabulary and help one feel more connected to the situation which would make them more intrigued with the overall message. I must make sure to complete this reading goal every single day and look for books that can help improve my knowledge in entrepreneurship.

Next, in terms of the business, I must figure out how I am going to sell online and what the design of the website will be. I conducted research and have found that ecommerce is the optimal way to go. It allows me to spend the least amount of money and make the most profit. Start up companies should stay away from retail in the beginning as the profit margin is much less than if one would sell online. Once the company gets larger, retail is the way to go as it would truly get the word out and more people would be seeing the product. The design of the website is important because it must be appealing to my target market. I must carefully choose the colors of the website to make sure that I am not over or underdoing it. Since my target market is of a younger audience, I must make the colors vibrant and appealing.

Lastly, Mr. Meek suggested that I create a survey and get other's opinions on the business and its designs. It is important for me to acquire my targeted market's opinions in order to ensure their satisfaction. Through the results from the survey, I must make changes depending on what they would like to see. At the end of the day, it is about increasing my sales and the prime way to do that would be to make sure the customer is comfortable/happy with the product they are purchasing. Throughout this mentor visit, I have learned how to improve myself as a person and my company as a whole.