

Topic 1.1: What Is a Business?

LO: 1.1.A, 1.1.B | Skill: 1.A, 2.A | Canvas: Task 1

3-minute warm-up

The Espresso Machine Dilemma

Maria gave her dad Carlos an espresso machine for his birthday. She bought it online from a small kitchen-gadget company called Pour & Pull. The machine arrived two days later. Carlos has used it every morning before work since.

Turn and talk with a partner. Be ready to share.

- 1 Who is the customer in this scenario? Who is the consumer? How do you know?
- 2 Did Pour & Pull create value? For whom — Maria, Carlos, both?
- 3 How could Pour & Pull have captured value here? When did that happen?
- 4 If Carlos hated the machine and never used it, would Pour & Pull have created value? Would they have captured it?

Be ready to defend your answers using specific evidence from the scenario.