

# Business or Brand?

Definitions:

Business is the purchase and sale of products or goods, in an attempt to make a profits.

Brand is the mark of infamy or disgrace

How do you want your brand to be defined use this sheet and write a short description for your brand.

What problem do you solve?

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What need do you fill?

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How do you make other people lives better?

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Why are you in business?

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# Which one is your business?



starbucks

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Starbucks Coffee

Inspiring and nurturing the human spirit -- one person, one cup, and one neighborhood at a time.

[sbux.co/together](https://sbux.co/together)

## Expect more than coffee.

From the beginning, Starbucks set out to be a different kind of company. One that not only celebrated coffee but also connection. We're a neighborhood gathering place, a part of your daily routine. Get to know us and you'll see: we are so much more than what we brew. We call our employees partners because we are all partners in shared success. We make sure everything we do is through the lens of humanity—from our commitment to the highest-quality coffee in the world, to the way we engage with our customers and communities to do business responsibly.



dunkin

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Dunkin'

We've got your back, America.

[bit.ly/2MLYO2d](https://bit.ly/2MLYO2d)

## FROM COFFEE BEANS TO JELLY FILLING

Everything we do is about you. From chefs who create exciting new flavors, to crew members who know exactly how you want your drink—we prioritize what you need to get you on your way. We strive to keep you at your best, and we remain loyal to you, your tastes and your time. That's what America runs on.



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