Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Producers, Intermediaries, and Service Businesses**

Each day you deal with many different types of businesses, including *producers* that create the products and services used by others, *intermediaries* that sell those goods and services to consumer and businesses, and *service businesses* that offer intangible activities that are consumed by others.

In each of the following scenarios, identify which business fits into each category. Here is a possible answer:

*Producer*: Toyota

*Intermediary*: CarMax

*Service* *Business*: Jiffy Lube

1. Rob Lopez wants to have three rooms in his home painted. He visits the local Home Depot store, selects the paint colors from smaples available in the Paint Department and purchases six gallons of Glidden brand paint, which he estimates is sufficient to paint the rooms. After paying for the paint, Rob stops by the service counter and looks at a list of independent painting contractors. He decides to contact several of the contractors to request estimates on painting the rooms.
	1. *Producer*:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	2. *Intermediary*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	3. *Service Business*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Molly Russell loves to cook and has finally turned her hobby into a business by opening Molly’s Gourmet Meals, producing complete gourmet meals that are fully cooked and ready to heat and eat. Because she believes in using the finest and freshest ingredients, Molly purchases all of her produce from a small farm close to her home. Molly sells her gourmet meals through various outlets, including the deli departments at several local supermarkets. Because she needs to remain in the kitchen overseeing production, Molly has contracted with another small business person, Stephen Daily or Daily Deliveries, to deliver the meals to supermarkets.
	1. *Producer*:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	2. *Intermediary*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	3. *Service Business*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Jeff Martin owns a mobile dog grooming business, On the Go Grooming, which allows customers to conveniently have their pets groomed at home. Jeff purchased three vans from a local dealership and took them to Customer Car Creations to have sinks, drying stations, and grooming stations added to allow him and his staff to shampoo, dry, and clip dogs right in the customer’s driveway. Each van also contains built-in cabinets, which are stocked with an assortment of animal care products, which Jeff orders in bulk from the manufacturer. Because many of his customer have begun asking if they can purchase some of the pet care products for use at home, Jeff recently began ordering some of the products in smaller packages to sell to customers.
	1. *Producer*:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	2. *Intermediary*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	3. *Service Business*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_