



## Notes on Fossil's Winning Business concept

Name: \_\_\_\_\_ Class \_\_\_\_\_ Date: \_\_\_\_\_

**Read the story at this website:**

**[www.businessweek.com/innovate/content/jan2006/id20060118\\_689477.htm](http://www.businessweek.com/innovate/content/jan2006/id20060118_689477.htm)**

**then answer the following:**

1. What age are most of Fossil' target customers? \_\_\_\_\_
2. Why did Fossil designers start going to flea markets looking for authentic memorabilia from the 1950s?
3. Why does Fossil have to continually bring out new products and new designs?
4. How many tin boxes does Fossil produce each year? \_\_\_\_\_
5. How many designs for tin boxes do they use in a year? \_\_\_\_\_
6. Why does Fossil allow customers choose their own tin when they buy a Fossil watch?
7. What other products does Fossil sell besides watches?
8. According to this article, how many partner stores does Fossil work with in the USA? \_\_\_\_\_
9. What other large companies contract with Fossil to design and produce their watches?
10. Do you think Fossil has a winning business concept? Explain your answer and back it up with facts or quotes from this article.

(This is a fill-in PDF form. You may type your answers into the blanks, then print. Or you may print the form and fill it in by hand. For course credit, submit the form to your teacher.)