



Business Checklists

by Marketing Partnership Program

Worksheet: Business or Brand? Build A 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?

What need do you fill?

How do you make other people lives better?

Why are you in business?

Notes:



Business Checklists

by Marketing Partnership Program

Which one is your business?



starbucks  [Follow](#)  

1,991 posts 18.3m followers 3,795 following

Starbucks Coffee 

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

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  [Follow](#)  

1,469 posts 1.9m followers 6,615 following

Dunkin'

We've got your back, America. 

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.