

4.1: Salty Pawz- A Case Study in Business

Throughout the course, you will interact with Wanda, the founder and owner of Salty Pawz.

Salty Pawz a small business that specializes in preparing and selling high-quality gourmet dog treats. Like many entrepreneurs, Wanda has a great deal of experience and expertise in the specific products she produces, but she knows little about the broader business environment. As a student of business, you will find that Wanda will need your help and ask your advice throughout this course. The information contained in this case study is taken from Wanda's business operations, and you'll need this in order to apply the concepts and theories in this course—and to help her.

You can read the case study information on the following pages or download it as a [Microsoft Word document](#).

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