**Topic:** Starting and Naming a Business

**Thread Prompt:**

Read the Discussion Board Forum 3 Case Study, located in Course Content > Course Guides and Assignment Instructions > Assignment Instructions > Discussion Board Forums. Then, research and analyze the following questions in your DB 3 thread:

1. Advise Shania on which of the business forms under consideration best accomplishes her business goals. Thoroughly explain the reasons for your recommendation.
2. Advise Shania on whether her company should become a franchise, or should open as an independent coffeehouse. Explain your recommendation.
3. Perform a corporate name search at [this](http://www.sos.state.co.us/biz/BusinessEntityCriteriaExt.do) website to determine if the name Shania is considering is available for use in the State of Colorado. Also assess whether the name is available as a trademark. Even if the name is available, advise Shania on whether it is a good choice. Explain why or why not.
4. Advise Shania on which of the interested persons she should include in her business, why, and in what role(s). If she chooses not to take in a particular party, what reasoning should she give each person, if any? Your analysis must include biblical perspectives, such as biblical considerations of marriage and of business relationships with non-believers.

**Reply Prompt:**

In preparing your replies, consider only the employee issues in Question 4. Reply to the threads of 2 classmates who reached a different conclusion than you did. Identify the points of difference in your analyses and explain how your application of the relevant law to the facts of this situation led you to a different conclusion.

Then, assume that Shania opened her coffeehouse and became so successful that she has 20 employees and needs to promote 1 of them to be the night shift supervisor. The employee base is quite diverse; in fact, Shania believes she should promote a racial or ethnic minority employee to demonstrate how inclusive her business has become. Explore the legal, ethical, and biblical issues if Shania makes her promotion decision entirely on that basis. What are her options?

Each reply must be supported by 3 scholarly sources, other than the textbook/course materials. Each reply must be properly cited in current APA format.

Review the Assignment Instructions for Discussion Board Forums, noting especially requirements for word counts, scholarly sources, and biblical worldview integration.

Submit your thread by 11:59 p.m. (ET) on Sunday of Module/Week 7, and submit your replies by 11:59 p.m. (ET) on Friday of Module/Week 8.