



AURORA HEAT™

Aurora Heat TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

How does Brenda's Indigenous background shape Aurora Heat's business strategy?

QUESTION 2

How does Aurora Heat stand out in the market with its sustainable approach?

QUESTION 3

How does Aurora Heat contribute to the Smith's Landing First Nation community?

QUESTION 4

How did Aurora Heat tackle public resistance to fur products?

QUESTION 5

What role does Aurora Heat see itself playing in the growth of the Indigenous fur industry?