



Tea Horse TEACHING NOTES

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

QUESTION 1

How did Denise's Indigenous heritage influence her decision to become an entrepreneur?

QUESTION 2

What are the cultural values of the Anishinaabe people, and how do these beliefs influence Tea Horse's business practices?

QUESTION 3

What opportunities and benefits does the U.S. market offer for Canadian tea businesses, and what factors should be considered when expanding into this market?

QUESTION 4

How does Tea Horse navigate the challenges of selling their products, both in the business-to-consumer (B2C) and business-to-business (B2B) space?

QUESTION 5

Considering how competitive the food and beverage industry is, what challenges do you think Tea Horse may face in the future?