

## Unit 1: Digital Literacy

# Activity 2: Did you say Chief Executive Officer?



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## Music Story History

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The history of the Ice Hot Music Store

Michael Stone loves music! You name it, he likes it. Although he has roots in both classical and gospel music, he is an edgy rocker with dreams to make it to the top. In 2004, Michael opened the Ice Hot Music store so that he could devote more time to writing music and practicing his riffs and heavy metal rock. He sings with a garage band that has been featured in several stage shows, but Michael wants to make it solo!



Michael Stone as a youth.



Ice Hot a Canadian Idol.

A year ago, under his stage name of "Ice Hot", he auditioned for Canadian Idol and was picked as one of the 192 "Gold Winner" finalists. Last month, he qualified for the "Top Ten" and will be traveling to Toronto for the final competition in 4 months. In order to focus on his career, he has sold his music store to you!

You have decided to rename the business and give it an image makeover. You may even target a different market segment. You have considered market segments such as Hip Hop, Rap, Oldies and Classical, but will finalize this decision shortly.



Ice Hot has sold the business to focus on his music career.

