

# Business Opportunities

## Where To Find The Next Big Idea

(NAPSA)—Experts say the best way to find an entrepreneurial opportunity may be to simply watch and learn: Watch what people are buying and learn how you can sell it to them. For instance, candy vending machines are now a \$405 million industry in the U.S.—and entrepreneurs (and people simply looking to earn extra income) have taken a big bite out of this pot.

According to analysts, one reason vending machines fit the “watch and learn model” is that they are accessible. Today, vending machines aren’t located only in cafeterias and break rooms. They’re placed in malls, offices, grocery stores and even retail shops. A second reason may be that the food offered in vending machines has changed significantly over the years. The machines are now used not only to sell traditional snack foods but to sell more healthful foods as well.

If you are considering entering the vending machine market, analysts suggest looking for machines you can buy directly from the factory. One company, Multivend, is said to be the leading manufacturer of candy-vending machines in the U.S. today. Headquartered in Deer Park, New York, it’s the only independent American company in the bulk vending machine industry that manufactures and



**The “watch and learn” model has helped entrepreneurs use vending machines to turn healthy profits.**

assembles all of its products in the United States. Since Multivend customers buy their supplies directly from the manufacturer, they avoid the middleman and costly distributor markup.

The company designed and manufactures the Vendstar 3000, described as the most operator-friendly machine in the vending industry. It is accompanied by a 10-year parts and service warranty as well as a 10-year theft and vandalism maintenance agreement. The company’s client base consists mostly of independent, entrepreneurial vending operators throughout the United States.

For additional information, please call 1-888-625-2401 toll free or visit [www.MyVendstar.com](http://www.MyVendstar.com).