

SUCCESSFUL ENTREPRENEUR PROJECT

100 POINTS TOTAL

Projects Due: Friday, May 19

Many entrepreneurs have made it big into society by creating their own business such as Sam Walton who founded Wal-Mart and Dave Thomas who founded Wendy's. Entrepreneurs start with one single idea, create a vision, set goals, and follow through creating a successful business.

Entrepreneur(s)	Business Founded
Richard W. Sears	Sears, Roebuck, and Co.
Estee Lauder	Estee Lauder
Sam Walton	Wal-Mart
Dave Thomas	Wendy's
David Corriveau & James "Buster" Corley	Dave & Buster's
Jeffrey Preston	Amazon.com
Pierre Omidyar & Jeff Skoll	eBay
Philip Knight	Nike
Ray Kroc	McDonalds
Dick Stack	Dick's Sporting Goods
David T. Abercrombie	Abercrombie & Fitch
Thomas Hilfiger	Tommy Hilfiger
Jeff Bazos	Amazon.com
Michael Dell	Dell Computers
Steve Jobs	Apple
Howard Schultz	Starbucks
Oprah Winfrey	Harpo Inc. / OWN
Mary Kay Ash	Mary Kay Cosmetics
Walt Disney	Disney
Martha Stewart	Martha Stewart Show / Merchandise
Donald Trump	Trump Enterprises
Joyce Hall	Hallmark Cards
John Rockefeller	Standard Oil
Debbi Fields	Mrs. Fields Cookies
Henry Kaiser	Kaiser Permanente

The Entrepreneur Research Project is designed to provide you with the experience that most businessmen and women face in the designing of their idea, obstacles that arise, and hard work and determination as they traveled along their road to success.

Links to famous/successful entrepreneurs:

- <http://www.EvanCarMichael.com>
- <http://www.Entrepreneur.com>
- <http://www.PowerHomeBiz.com>
- <https://www.inc.com/ss/diana-ransom/richest-entrepreneurs-2014>
- <http://www.ndtv.com/photos/business/12-greatest-entrepreneurs-of-our-time-14280#photo-185632>

Directions: You will be creating a 7-slide minimum PowerPoint describing your chosen entrepreneur. Your PowerPoint must meet the following criteria below for full point consideration. You must print your PowerPoint when finished in “handouts” mode. Please see teacher for instructions on how to print. (Do NOT print one slide per page)

**SLIDES MUST HAVE A MINIMUM OF 5 FULL-SENTENCE
BULLET POINTS**

All slides must contain a title and have a background color or image. Extra credit will be given to those who add animations or anything beyond the minimum requirements.

Be sure to SAVE your project each day to your student folder on the school network

POWERPOINT (100 points: 7 slides minimum)
--

- **Introduction (slide #1)** (This slide does not need to have 5 full sentence bullet points)
 - Name of entrepreneur
 - Business founded
 - Your name
 - Image (business logo if possible)
- **Why your selected your entrepreneur (slide #2)**
 - Brief explanation of why you selected this business and entrepreneur
 - What initially made you interested in this entrepreneur?
 - Do you currently buy products/services from this business?
 - Are you highly impressed by their business strategies? What are they?
 - Where do you see this business 10 years from now?
- **Biography of entrepreneur(s) (slide #3)**
 - History of entrepreneur prior to originating business (home life, city born and raised, childhood accomplishments, struggles, victories)
 - Experience prior to originating business (education, previous work experience)
 - Preliminary interest of business concept (why did he/she go into business?)
- **Background and history of business (slide #4)**
 - When and where did this business begin?
 - Types of products and services offered today and past years
 - Concepts that proved to be crucial in success of business (ie: 24-store hours, customer discounts, location, inventory efficiencies, entertainment)
 - Similar concepts that are currently used in other businesses today
 - Community involvement (ie: charity donations scholarships, etc.)
 - Store expansion (locations)
- **Business Goals and Objectives (slide #5)**
 - Current projects and/or future goals the business is presently seeking to accomplish or currently experimenting (ie: Going Green, product expansion, etc.)
 - Current accomplishments
 - Business mission statement (see teacher if needed)
- **Reflection (slide #6)**
 - What successful concepts from your entrepreneur would you implement in your own business?
 - What would you do differently if you were the entrepreneur?
 - Where do you feel the direction of the business is heading? What suggestions do you have for its future?
- **Works cited (slide #7)** This slide does not need to have 6 full sentence bullet points
 - Listing of websites/sources that were used to gather information (at least 3 sources)