

# INSPIRING CASE STUDIES OF SUCCESSFUL ENTREPRENEURS

## I. Read the 5 case studies then match each presentation with the correct title:

*Social media visionary/ empowering entrepreneur/ media mogul/ e-commerce pioneer/ coffee guru/*

### 1. Oprah Winfrey: The \_\_\_\_\_

She is the first African American woman to become a billionaire. She has worked for more than 40 years in the **entertainment** business. She has founded multiple **business endeavours** including Harpo production, oprah.com, O magazine and a TV network, OWN. While on air, her show was viewed by more than 50 million people every week. Her success story is not only about **reaching the pinnacle** of media fame but also her remarkable foray into the world of business, highlighting her **pro prowess** as an entrepreneur. This entrepreneur story provides invaluable lessons about **starting from scratch**.



**Key Success Factors : Select the 3 words corresponding to the 3 paragraphs below:**

*Ambition/ dedication/ vision/ perseverance/ audience understanding*

\_\_\_\_\_: Oprah stayed focused on her goals despite her obstacles, especially racism and sexism.

\_\_\_\_\_: Early on, she had a clear idea of the communication empire she wanted to build in order to reach the widest audience.

\_\_\_\_\_: She showed her audience (mostly women) that she had a connection with them in order to empower, inspire and motivate them to reach their goals.

### 2. Howard Schultz: The \_\_\_\_\_

Howard Schultz transformed Starbucks from a small coffee bean **retailer** into a global coffeehouse phenomenon. After joining the company, Schultz recognised the potential for a coffee culture that focused on creating a unique customer experience. He studied European coffee shops and implemented that model in the U.S. Under Schultz's leadership, Starbucks expanded rapidly, emphasizing quality, community, and **customer experience**. His commitment to ethical sourcing and employee benefits also set the company apart.



**Key Success Factors : Select the 3 words corresponding to the 3 paragraphs below:**

*Market understanding/ ethical sourcing/ customer-centered approach/ strategic acquisitions/ resilience*

- \_\_\_\_\_: Schultz's deep understanding of consumer preferences led to the creation of an inviting coffeehouse atmosphere, which revolutionised the coffee industry in the U.S.

- \_\_\_\_\_: His emphasis on quality and customer experience helped **build a loyal customer base**. Schultz understood that the coffeehouse experience was as much about community as it was about the product.

- \_\_\_\_\_: Commitment to ethical sourcing and employee benefits set Starbucks apart in a crowded market, promoting a positive brand image and **fostering** employee loyalty.

### 3. Jeff Bezos: The \_\_\_\_\_

Jeff Bezos, the visionary founder of Amazon, has transformed the retail landscape through his innovative approach to e-commerce. Starting as a modest online bookstore in 1994, Amazon has rapidly evolved into a global giant, offering a **vast array of** products and services.



Bezos's continuous pursuit of innovation has enabled Amazon **to stay ahead of the curve** and redefine the boundaries of e-commerce.

**Key Success Factors : Select the 3 words corresponding to the 3 paragraphs below:**

*Customer focus/ innovative adaptability/ strategic acquisitions/ visionary thinking/ creative marketing*

- \_\_\_\_\_: Bezos's constant commitment to customer satisfaction has been pivotal in Amazon's growth. By continually **prioritising the customer experience**, Amazon cultivated a loyal following.
- \_\_\_\_\_: Bezos **embraced** new technologies and market trends, ensuring Amazon remained at the forefront of e-commerce. This adaptability has been essential for sustained success.
- \_\_\_\_\_: Acquiring companies like Whole Foods Market and Audible allowed Amazon to diversify its offerings and **strengthen** its market position, demonstrating the importance of strategic growth.

### 4. Mark Zuckerberg: The \_\_\_\_\_

Mark Zuckerberg, the co-founder of Facebook, created a social media platform that has connected billions of people worldwide. Facebook's unprecedented growth and societal impact have reshaped how we communicate and share information.



Zuckerberg's vision of building a connected world and his **commitment** to technological advancement solidified his position as a leading entrepreneur.

**Key Success Factors : Select the 3 words corresponding to the 3 paragraphs below:**

*User-centered focus/ continuous innovation/ ethical sourcing/ creative marketing/ strategic growth through acquisitions*

- \_\_\_\_\_: Zuckerberg's early emphasis on creating a user-friendly platform fueled Facebook's rapid expansion. Understanding user needs and preferences was key to its success.
- \_\_\_\_\_: Facebook's commitment to developing new features and products has kept it relevant and competitive in the social media landscape, enabling it to adapt to changing user behaviours.
- \_\_\_\_\_: By acquiring platforms like Instagram and WhatsApp, Zuckerberg **expanded** Facebook's capabilities and reach, illustrating the importance of strategic positioning.

## 5. Sara Blakely: The \_\_\_\_\_

Sara Blakely, the founder of Spanx, started her company with just \$5,000 and a unique idea. Spanx, a shapewear brand, has become a global phenomenon, demonstrating the power of a good product and **effective marketing**.



Blakely's story emphasizes the importance of innovation, effective marketing, and the entrepreneurial spirit in **overcoming** obstacles and achieving success.

**Key Success Factors : Select the 3 words corresponding to the 3 paragraphs below:**

*Entrepreneurial spirit/ creative marketing/ product innovation/ innovative solutions/ resilience*

- \_\_\_\_\_: Blakely **identified a market need** for comfortable shapewear and **filled that gap** with innovative products that resonated with consumers.
- \_\_\_\_\_: Her strategic marketing campaigns, including grassroots efforts and storytelling, helped Spanx become a household name, demonstrating the power of effective branding.
- \_\_\_\_\_: Blakely's determination, creativity, and **willingness** to take risks have been crucial in building a successful business from the ground up.

## II. Vocabulary: Match each expression in English with its French equivalent

Part	English	French
Oprah Winfrey	To start from scratch	Activités commerciales
	prowess	divertissement
	Business endeavours	prouesse
	To reach the pinnacle	Atteindre le sommet
	entertainment	Partir de rien
Howard Schultz	A retailer	encourager
	Customer experience	Experience client
	To build a loyal customer base	Un revendeur
	To foster	Créer une clientèle fidèle
Jeff Bezos	A vast array of	Une large gamme de
	To stay ahead of the curve	adopter
	To prioritise	renforcer
	To embrace	Garder une longueur d'avance
	To strengthen	Donner la priorité à
Mark Zuckerberg	Commitment	Se développer
	To expand	Engager
Sara Blakely	Effective marketing	Comblant un vide
	To identify a market need	volonté
	To fill a gap	Identifier un besoin du marché
	willingness	Un marketing efficace
	To overcome	surmonter

### III. Final task

#### 1) Watch the examples of these successful female entrepreneurs:

- Video 1: <https://www.youtube.com/watch?v=Ep21f3ncvBk>

Who is the entrepreneur? What idea did she get and why?

What hurdles did she have to over?

How is her business doing today?

Video 2: <https://www.youtube.com/watch?v=4sHKYoMnUkw>

Who is the entrepreneur? What idea did she get and why?

What hurdles did she have to go over?

How is her business doing today?

#### 2) PW: Do you think it's more difficult for a woman than a man to become a successful entrepreneur? Why? Explain.

#### 3) PPC: Choose an entrepreneur and prepare a short recording (2 min max) about him/ her:

- Who is he/ she?
- Give a few information about his/her background
- What obstacles did he/ she have to overcome?
- What is his/ her most remarkable achievement? Why? Give information about it.
- Why did you choose this person? What do you admire about him/ her? What do you find inspiring about him/ her?



The recordings will take place in TP on **Friday, Dec 13<sup>th</sup>**. Prepare a detailed outline + a short introduction AND a conclusion. **NO WRITTEN TEXT ALLOWED.**



You will listen to them and evaluate them in the next TP.