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| Manuel Roglan | | | | Grade 6 | Period 7 |
| VOCABULARY WORD | DEFINITION | COMPANY NAME | IMPORTANT FACT | | |
| Entrepreneur | One who organizes, manages, and assumes the risks of a business. | Home Depot | Founders are Arthur Blank and Berney Marcus. Buy from only the manufacturer. Lowe’s is Home Depot’s biggest competitor. | | |
| Patent | A government license that gives the holder exclusive rights to a process, design or new invention for a designated period of time. | LEGO | Created by Ole Kirk Christiansen. In 1049 he started producing the plastic bricks. It means Play Well. Original Lego Land was created in California. The Lego Movie was released in February 2014. | | |
| Resourceful | Able to meet situations. | Liquid Paper | Sold her first bottle of “Mistake Out” in 1956. | | |
| Profit | Sales minus expenses. | Mars | Forrest Mars created the Mars candy empire. His family has a 10$ billion dollar fortune. In his office he had a guillotine. Wanted everything the same for everything. Workers got paid well. Sells lots of things, not only candy. Bought Wrigley in 2008. | | |
| Uniformity | Presenting an unvaried appearance. | McDonalds | Is very consistent. The food tastes the same in every state. Created by Richard and Maurice McDonald. Became famous for speedy service. First franchise McDonald restaurant was in Illinois. Kroc’s obsession was uniformity. Considered the importance of children. Give millions of dollars to children. | | |
| Persistence | To continue giving great effort regardless of the obstacles. | Mrs.Feild | Created by Debbi Fields. By 1936 she had over 350 stores. Followed the 3 Rs rule. | | |
| Influential | The power or capacity of causing an effect in indirect or intangible ways; sway. | MTV | Reach to people ages 12-24. Bob Pittman was the brains behind the company. Created in 1981. Madonna did the most success in MTV. | | |
| Commercialism | An Attitude that emphasizes tangible profit or success. | Neopets | Started in 1997 by Adam Powell, who was a college student. Douglas Dohring was the first to relieze you could make money out of it. By 2005 75 million kids had visited the site. Partner with lots of different companies. | | |
| Marketing | The process of selling. | Nike | Bill Bowerman made the design for Nike shoes. The original Nike shoe design was the Waffle Shoe Design. Comes from the Greek goddess Nike. Paid $35 for the logo. Steve Prefontaine wore Nike shoes. In 1978 John McEnroe wore Nike shoes for$ 100,000.Nike became 1st in the world in 1980. Then Reebok temporarily got there, but them Nike got 1st again in1987. Michael Jorden helped Nike a lot. Tiger Woods helped Nike a lot too. Uses lots of celebrities. | | |
| Obsolete | Fallen into disuse. | Play Doh | Story of it is “One Person’s trash is another’s treasure.” Started as a company called Magic Wallpaper. Then a guy called Joe Vickers heard his sister in law complained about how clay was hard to craft, so he made play doh. Joe Vicker became a millionaire from selling play doh. | | |