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| L1. Where did Sam and Helen decide to locate their new store after leaving Newport, Arkansas? (Bentonville, Arkansas) |
| L2. Why did they select Bentonville? (Small town that needed a department store that provided low prices; scenic beauty; not far from Helen’s family in Oklahoma; near four states of quail hunting) |
| M1. When Sam was starting a new concept for a store, he needed a name. Bob Bogle, one of his managers thought of what name? (Wal-Mart) |
| M2. When did Sam have management meetings that included analyzing store and product sales, complementing performance and providing constructive criticism? (Saturday morning at 7:30 am) |
| F1. What did Sam have to put up for collateral to finance another store? (Their house and Helen’s family property) |
| F2. What does it mean to be public? (you sell part ownership with people who want to invest in your store) |
| F3. How much did Sam borrow from Helen’s dad to finance the new store in Newport? ($20,000)  |
| F4. How much of his own savings did he include? ($5000) |
| F5. What percentage of the total did Sam contribute? (20%) |
| F6. Who was wealthy by the end of that day after going public? (Sam and family) |
| C1. Gibson Stores, another retailer, was started by a native of Berryville, Arkansas named? (Herb Gibson) |
| C2. What other retailers were opening and expanding at the same time? (Kmart, Target and Woolco) |
| E1. What did Sam say was one of the prices he paid for being the driven entrepreneur? (time with his family)  |
| E2. What roles did the children have in the stores? (sweep floors, carry boxes, stock shelves, whatever needed done, candy counter; popcorn machine; also boys had paper routes, chores, lawn mowing) |
| E3. What did Sam do to learn about the competition? (he always visited other stores and critiqued them) |
| G1. When was the 1st Walmart opened? 1962 |
| G2. After building a strong team of managers, and while growing stores, what did Sam realize he needed? (sophisticated system like a computer) |
| MR1. What analogy was used for the stock holders meeting? Giant pep rally |
| MR2. What did Sam add to attract customers to the store? (popcorn machine and soft-serve ice cream) |
| MR3. What slogans did Sam use? These are things he promised the customer. (‘we sell for less’ and ‘satisfaction guaranteed’) |
| MR4. What entertainment did Sam provide at the Shareholders meeting to get Wall Street’s attention? Bill Clinton, razorbacks, Reba McEntire |
| ED1. Who set the goal of college for Sam and Bud? (mother, Nan) |
| ED2. What did Helen expect of her kids? (all As) Why? (she was valedictorian of her class) |
| ED3. What did Sam do to build a sophisticated computer system? (attended an IBM school and recruited some of the best talent) |
| ED4. What field did Helen study for her bachelor’s degree? (business at the University of Oklahoma) |