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| L1. Where did Sam and Helen decide to locate their new store after leaving Newport, Arkansas?  |
| L2. Why did they select Bentonville?  |
| 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?  |
| M2. When did Sam have management meetings that included analyzing store and product sales, complementing performance and providing constructive criticism?  |
| F1. What did Sam have to put up for collateral to finance another store?  |
| F2. What does it mean to be public?  |
| F3. How much did Sam borrow from Helen’s dad to finance the new store in Newport?  |
| F4. How much of his own savings did he include?  |
| F5. What percentage of the total did Sam contribute? |
| F6. Who was wealthy by the end of that day after going public?  |
| C1. Gibson Stores, another retailer, was started by a native of Berryville, Arkansas named?  |
| C2. What other retailers were opening and expanding at the same time?  |
| E1. What did Sam say was one of the prices he paid for being the driven entrepreneur?  |
| E2. What roles did the children have in the stores? |
| E3. What did Sam do to learn about the competition? |
| G1. When was the 1st Walmart opened?  |
| G2. After building a strong team of managers, and while growing stores, what did Sam realize he needed?  |
| MR1. What analogy was used for the stock holders meeting?  |
| MR2. What did Sam add to attract customers to the store?  |
| MR3. What slogans did Sam use? These are things he promised the customer.  |
| MR4. What entertainment did Sam provide at the Shareholders meeting to get Wall Street’s attention?  |
| ED1. Who set the goal of college for Sam and Bud?  |
| ED2. What did Helen expect of her kids? Why?  |
| ED3. What did Sam do to build a sophisticated computer system?  |
| ED4. What field did Helen study for her bachelor’s degree?  |