

Profit Seekers

Read how entrepreneurs from different backgrounds built businesses for profit.

SS.7.E.2.4 "Identify entrepreneurs from various gender, social, and ethnic backgrounds who started a business seeking to make a profit."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline each entrepreneur's name, circle words that describe the person's gender, social, or ethnic background, and box the business or product the person used to seek profit.

Three Paths to Business

- ① Madam C. J. Walker, born Sarah Breedlove in 1867, was an African American woman who grew up poor and became an entrepreneur. After experiencing hair loss, she developed hair-care products for Black women. In 1906, she began her own business, selling these products and teaching sales agents how to use them. Walker built a company because customers would pay for useful products, and she wanted to earn a profit. Her success also created jobs for many women who sold Walker products across the United States in communities.
- ② Hamdi Ulukaya is a Kurdish man who grew up in Turkey and moved to the United States. In 2005, he bought a closed yogurt factory in New York and started Chobani, a yogurt business. Ulukaya hired workers, used milk from local dairy farms, and sold Greek yogurt to customers. He took a financial risk by investing in the factory, but he expected yogurt sales to bring in more money than the business spent. That difference would be profit if the plan worked well.
- ③ Levi Strauss was a Jewish man and immigrant from Bavaria, a region in what is now Germany. He arrived in San Francisco during the Gold Rush and opened a dry-goods business in 1853. Miners needed sturdy clothing, so Strauss worked with tailor Jacob Davis to patent riveted work pants in 1873. Their company sold the pants to miners and other workers. Strauss saw a chance to meet customer demand and earn profit while growing a business in a new country.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 What background details does the passage give about Madam C. J. Walker, and what did she sell?

2 What business did Hamdi Ulukaya start, and what financial result did he expect from its sales?

3 Which immigrant entrepreneur worked to meet miners' clothing needs? How did that business seek profit?

4 How were Walker and Ulukaya alike as entrepreneurs? Use a business detail from each person in your answer.

3 YOUR TURN _____ Your own words

Create a three-sentence profile of a fictional entrepreneur from a gender, social, or ethnic background not described in the passage. State the person's background, business and customers, and how the business plans to make a profit.

PART 1 • READ AND MARK

Underline each entrepreneur's name, circle words that describe the person's gender, social, or ethnic background, and box the business or product the person used to seek profit. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What background details does the passage give about Madam C. J. Walker, and what did she sell?	Walker was an African American woman who grew up poor. She sold hair-care products for Black women.
2	What business did Hamdi Ulukaya start, and what financial result did he expect from its sales?	He started Chobani, a yogurt business. He expected sales to bring in more money than the business spent, creating profit.
3	Which immigrant entrepreneur worked to meet miners' clothing needs? How did that business seek profit?	Levi Strauss did. His company sold riveted work pants to miners and other workers to earn profit.
4	How were Walker and Ulukaya alike as entrepreneurs? Use a business detail from each person in your answer.	Both sold products that customers wanted in order to earn profit. Walker sold hair-care products, and Ulukaya sold Greek yogurt through Chobani.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Elena Cruz is a Filipino American girl whose family recently moved to a new town. She starts a mobile pet-grooming business that serves busy pet owners. Elena charges enough for each grooming visit to cover supplies and travel costs, then keeps the money left as profit.

Accept equivalent wording that accurately identifies each entrepreneur, background detail, business, and profit goal from the passage. For Your Turn, accept varied fictional profiles if they include a stated background, a business with customers, and a clear plan to earn profit.