

Episode 1

WHY IS MADAM C.J. WALKER FAMOUS?

America's first black, self-made female millionaire. She was an entrepreneur, philanthropist, and activist.

Questions:

1. How did Sarah Breedlove come up with the idea that all women would be interested in hair products? What was Sarah's theory on what hair represented for women of color?

2. What was the job that Sarah Breedlove had before she entered the hair product business? How did she describe that work?

3. What problem was Sarah solving when she got into the hair product business?

4. Did Addie Munroe support Sarah's desire to enter the market as a salesperson? Why or why not?

5. Ethics question: How did Sarah begin selling the product? Was this an ethical decision? What was the result of her decision?

6. What did some of the customers say about the competitor's "Magical Hair Grower?"

7. What was the business and channel management model used for selling hair products to black women?

8. Sarah saw challenges in her journey to be a black female entrepreneur as a boxing match. Who were some of her opponents?

9. Who were Madam CJ Walker's encouragers?

10. How did Sarah Breedlove come up with the formula for her "Wonderful Hair Grower?"

11. What career did Sarah's husband have?

12. How did Sarah conduct research?

13. How did Sarah initially grow her business?

14. Where was Madam CJ Walker's business operated? How did she operate it? What public relations activity did she complete to promote the opening of her business? How did that turn out?

15. Sarah believed in family-owned and family-led business. With whom and how did she share this idea?

16. What limitations and challenges did Sarah run into as she endeavored to build the business? (think about and describe the setbacks).

17. Promotional plan: What was Madam CJ Walker's initial promotion plan?

18. Who was the target market for Walker's Wonderful Hair Grower?

19. Customer Service: How was this demonstrated in this movie?

20. What was the ownership structure for Madam CJ Walker's business?