**Business assignment**

**How people start a business**

**Step 1**: **choosing a business**

Adolf “Adi” Dassler was born in a small town in Bavaria, Germany. He was living with his mother. Adolf’s shoemaking career began in his mother’s washroom. His passion was designing and cobbling shoes, so he decided he wanted to make the best possible sports shoes for athletes.

Dassler was committed to standing out in the market, by meeting with athletes, listening carefully to what they said and gathering feedback from them about what they looked for in a shoe and what pain points could be improved on. He constantly observed what can be improved or even invented to support their needs.

This feedback allowed Dassler to craft an athletic shoe that was highly valued by his customers and gave him legitimacy when he registered “Adi Dassler Adidas Sportschuhfabrik” in 1949 at 49 years old. It was that same year the first shoe with the soon-to-become-signature Adidas three stripes was registered.

Dassler’s vision to create the best shoe for athletes proved itself in 1954 when the German national football team won the World Cup final against the Hungarians—while wearing the new model of Adidas cleats.