Zaid alhieshan

6 “E”

Step 1 (choosing a business) Search and write an inspirational story of a successful entrepreneur. What was his/her passion? How did he/she start the business? Nationality?

The path to starting your own business isn’t always smooth—just ask any entrepreneur Ralph Lauren , Household name and fashion industry titan Ralph Lauren graduated high school in the Bronx, New York, but later dropped out of college to join the US Army.

He was working as a sales assistant at US menswear store Brooks Brothers when he began to wonder if men were ready for something more colorful, specifically when it came to ties.

In 1967, he decided to try his hand at running his own business and he started selling ties. In his first year of trading, he sold $500,000 worth of merchandise.

He started Polo the next year. The Ralph Lauren Corporation is now a global multibillion-dollar enterprise and Lauren is a household name, counting A-list models and actors as close friends. As of 2018, Forbes estimates his wealth to be $7.2 billion, which makes Ralph Lauren the 91st richest person in America.