**How do people start a business**

Adolf Dassler was born in 1900 in Bavarian town Germany. He originally trained to be a baker following the wishes of his father. But when his family started a small shoe-making business he created his first set of sport’s by hand and it began in his mother’s washroom in Bavaria- Germany. From the beginning he loved sports. His dreams and passion for sport would be the focal point of his life.

His business almost collapsed on several occasions before it eventually became a global success. His remarkable life is a story of creativity, ingenuity, and a passion for sports.

While there were plenty of shoemakers at that time, Dassler was committed to standing out in the market by gathering feedback from athletes about what they looked for in a shoe, what pain points could be improved on and how they felt about his early models.

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 with 47 employees. The first shoe to become- signature Adidas three stripes was registered.

Dassler create the best shoe athletes in 1954, their unbelievable victory made Adidas a household name on football pitches everywhere. Dasler’s story sheds light on the important of listening to target customers about their dreams needs, and pain points.

At the time of his death 1978, Adidas had 17 factories and annual sales of one billion marks.

By Miral Haddad

Grade 6C