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Name _____

Student Study Guide
America's Heartland

Episode 104 – Kentucky-Fried Success Story

1. What is the location for this segment of America's Heartland _____,
(city or town)

(state)
2. Who is this story about? _____
3. What was the first restaurant operated by this man? _____
4. Attached to his restaurant, the Colonel built a _____.
5. What was the first marketing strategy used by the Colonel and how did that demonstrate his tremendous marketing savvy? _____

6. What jobs did he have throughout his life before developing his restaurant chains? _____

7. How did he enter the franchised fried chicken business? _____

8. At what age did he become a millionaire and how? _____

9. What four characteristics did the colonel combine to find success? _____

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