Case Notes

# Chapter 1: Entrepreneurship: A Global Social Movement

## Dawn LaFreeda: Restaurant Franchise Owner

### Summary

This case examines how Dawn LaFreedawent from being awaitress and hostess to an entrepreneur and franchise owner of Denny’s restaurants. Today, she owns 75 Denny’s Restaurants that bring in nearly $100 million in annual revenue, making LaFreeda one of the most successful single-owner franchise entrepreneurs in the world.

### Analysis

There are many “types” of entrepreneurs. One of the “types” discussed in this chapter is becoming a franchise owner, like Dawn LaFreeda. Regardless of the “type” of entrepreneur you decide to become, you will need to invest a lot of action and practice into your venture to be successful—and even then, there are rarely any guarantees; that is both the adventure and the gamble of becoming an entrepreneur.

Unlike the twentieth-century “male tech hero-genius” entrepreneurial archetype, women, as well as a diverse milieu of individuals from a variety of different markets and fields beyond technology are establishing a more eclectic twenty-first-century pool of global entrepreneurs. As a woman in the hospitality management business, Dawn LaFreeda is representative of this growing, global diversity. This increased diversity with regard to both gender and entrepreneurial “type” is creating a new, global, social movement in the field of entrepreneurship that is expanding the entrepreneurial tent for many who, in the past, would not have fit into the archaic molds of the past.

### Sample Answers to Case Questions

1. Dawn LaFreeda says, “when you’re 23, you’re not afraid to take risks.” What sorts of risks do you think entrepreneurs face when they are first starting out? What risks do you think you would take when trying to get your business off the ground?

Sample answer: Entrepreneurial ventures are inherently risky. When first starting out, an entrepreneur must gamble with one’s time, capital, ideas, relationships, opportunities, and ego— all of which will either go to waste or take a beating if the venture proves unsuccessful.

Sample answer: Answers will vary from student-to-student.

1. Think of the last time you decided to “Go for it” only to fail or be rejected? How did you respond to your *temporary* failure or rejection? After reading Dawn’s story, how might you respond differently in the future?

Sample answer: Answers to question one will vary from student-to-student. Answers to question two should focus on entrepreneurial qualities such as due diligence, hard work, securing a mentor, recruiting/hiring effective help, consistence, persistence, determination, etc.

1. Imagine you are a business owner similar to Dawn LaFreeda. What products and/or services would your business provide?

Sample answer: Answers will vary from student-to-student