**Vidal Sassoon’s Journey as an Entrepreneur**

**Entrepreneur, risks, innovation, service industry, market opportunities**

Description: This clip features an interview with the late Vidal Sassoon, an entrepreneur who revolutionized the haircare industry. Like many entrepreneurs Sassoon had a vision of wanting to change the industry. He pursued this vision even when customers disagreed with his ideas. His ideas for hairstyles and haircare transformed women’s haircuts. They eventually became a hit in Hollywood. What started off as a small business became a multi-million dollar industry, with Sassoon’s net worth approximately $150 million at the time of his death.

Please share your thoughts on the following issues as you watch an interview with successful entrepreneur Vidal Sassoon, who revolutionized the haircare industry. Like many entrepreneurs Sassoon had a vision of wanting to change the industry. His ideas for hairstyles and haircare transformed women’s haircuts. *Use with:* [*https://www.youtube.com/watch?v=FrClyHl7WmM*](https://www.youtube.com/watch?v=FrClyHl7WmM)

1. How does Vidal Sassoon embody the qualities necessary to be a successful entrepreneur?
2. Describe some of the risks Vidal Sassoon took in trying to popularize his hairstyle vision.
3. How did Vidal Sassoon use innovation to become such a key player in the haircare industry?
4. Why do you think the services industry is attractive to emerging entrepreneurs like Vidal Sassoon?
5. What market opportunities did Vidal Sassoon take advantage of as an entrepreneur?
6. What reasons do you believe are behind Vidal Sassoon’s success?