

Unit 7 Case Study

Banking on Skills

One of the best methods for launching a business or brand is to base the business around topics about which you are passionate and skills you already possess. Growing up in rural Culiacán, Sinaloa, Mexico, Cesar Felipe Millan worked with animals on a farm in Sinaloa where his grandfather was a tenant farmer. He was called *el Perrero*, or “the dog herder.” At the age of 21 he came to the United States, not speaking English and having only \$100. His first job in the United States was at a dog grooming store. He also drove a limousine and one of his first clients was Jada Pinkett Smith and she provided him with an English tutor. Millan focused on rehabilitating severely aggressive dogs and created the Dog Psychology Center, from 2002–2008, which was a facility in South Los Angeles, specializing in working with large breed dogs. He also opened an East Coast clinic at the Country Inn Pet Resort in Davie, Florida. He had a television series called Dog Whisperer with Cesar Millan which was produced from 2004 to 2012 and was broadcast in more than 80 countries worldwide. The series was on the National Geographic Channel. During the show’s first season it became National Geographic's No. 1 viewed show.

Millan established the Cesar Millan PACK Project a foundation to provide financial support to animal shelters and organizations engaged in the rescuing, rehabilitating, and re-homing of abused and abandoned animals, and to fund spay/neuter programs.

Millan has authored three books, including *Cesar's Way* which all became New York Times best sellers, having sold two million copies in the United States, and was available in 14 other countries. He also has his own line of dog products and instructional DVDs.

In 2015, he worked with children's television producers Sid and Marty Krofft to create a preschool television show on the Nickelodeon channel called *Mutt & Stuff*. In 2017, Millan and his son Andre appeared in another series *Cesar Millan's Dog Nation*.

He also toured internationally presenting “Cesar Millan Live!” which was a dog training lecture and stage performance. Millan presented in front of a live audience his techniques and philosophy from his television shows and books using local shelter dogs to showcase ways to modify negative behaviors.

1. What barriers did Cesar Millan have to overcome?

Answer:

2. From your reading of the case study, was Cesar a socially responsible entrepreneur?

Answer:

3. Identify the goods and services that Cesar provided.

Answer:

4. Who was Cesar Millan's target market?

Answer:

5. In Chapter 1, the 5 Ps of entrepreneurship are explained, and they are passion, perseverance, purpose, planning, and problem solving. Give examples of how Millan portrayed them.

Answer: