**Week 5 Case Study – Russell Simmons**

Read the Case Study pg. 193 – 194. Answer the questions below.

1. **Why do you think Russell Simmons has been successful?**

**2. Describe the target market that Simmons is trying to appeal to in all of his business ventures. What does this target market value?**

**3. Simmons grew up surrounded by hip-hop music and culture. In what ways did this give him an advantage in the marketplace?**

**How might his “insider’s knowledge” also function as a limitation?**

**4. Brainstorm a business idea that you could pitch to Russell Simmons that would be appropriate for Rush Communications to consider.**

**What market research would you need to conduct in advance to assess whether or not your idea has the potential to be successful?**

**5. Russell Simmons invested $5,000 to start Def Jam and then later sold his business to PolyGram Records for over $100 million. Calculate Simmons’s return on investment (ROI).**