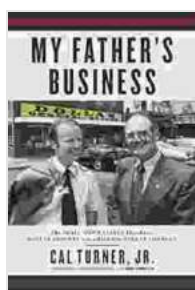


The Small Town Values That Built Dollar General Into a Billion-Dollar Company

Dollar General is a retail giant with over 18,000 stores across the United States. It's a household name, synonymous with affordable prices and convenience. But what many people don't know is that Dollar General's success story began in a small town in Kentucky.



My Father's Business: The Small-Town Values That Built Dollar General into a Billion-Dollar Company

by Rob Simbeck

★★★★☆ 4.4 out of 5

Language : English
File size : 21348 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 216 pages



Cal Turner Sr. founded Dollar General in 1939 in Scottsville, Kentucky, a town with a population of just over 2,000 people. Turner's goal was to provide affordable goods to the people of his community. He started with a single store, and over the years, the company grew steadily, expanding to other small towns and rural areas.

Throughout its growth, Dollar General has remained true to its small town roots. The company's culture is based on the values of hard work, customer service, and community involvement. These values have been passed down from generation to generation of Turner family leadership.

Hard Work

Cal Turner Sr. was a hard worker, and he instilled that value in his employees. He believed that success came from putting in long hours and going the extra mile. This work ethic is still evident in Dollar General employees today. They are known for their dedication to their customers and their willingness to do whatever it takes to get the job done.

Customer Service

Dollar General is committed to providing excellent customer service. The company's employees are friendly and helpful, and they go out of their way to make sure that customers have a positive shopping experience. This commitment to customer service has helped Dollar General build a loyal customer base.

Community Involvement

Dollar General is a strong supporter of the communities it serves. The company donates to local schools and charities, and it sponsors community events. Dollar General also partners with local businesses to create jobs and boost the local economy. This commitment to community involvement has helped Dollar General build strong relationships with the people it serves.

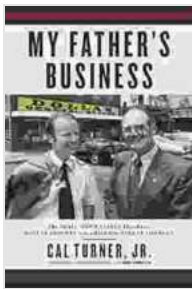
The small town values that Dollar General was founded on have been instrumental in its success. The company's hard work, commitment to

customer service, and community involvement have helped it grow from a single store in a small town to a billion-dollar company. Dollar General is a shining example of how small town values can lead to big success.

Here are some specific examples of how Dollar General's small town values have contributed to its success:

- **Hard work:** Dollar General employees are known for their dedication and willingness to go the extra mile. This work ethic has helped the company to build a strong reputation for reliability and efficiency.
- **Customer service:** Dollar General employees are committed to providing excellent customer service. They are friendly and helpful, and they go out of their way to make sure that customers have a positive shopping experience. This commitment to customer service has helped Dollar General to build a loyal customer base.
- **Community involvement:** Dollar General is a strong supporter of the communities it serves. The company donates to local schools and charities, and it sponsors community events. Dollar General also partners with local businesses to create jobs and boost the local economy. This commitment to community involvement has helped Dollar General to build strong relationships with the people it serves.

Dollar General is a success story that is rooted in the values of small town America. The company's hard work, commitment to customer service, and community involvement have helped it to grow from a single store in a small town to a billion-dollar company. Dollar General is a shining example of how small town values can lead to big success.

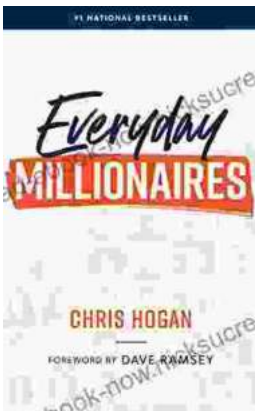


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