

hurt business wwe

hurt business wwe has become a significant topic among wrestling fans and analysts alike, particularly due to its impact on WWE's narrative arcs and character developments. The Hurt Business, originally formed in 2020, showcased a faction that emphasized unity, strength, and success in the wrestling world. This article delves into the history, key members, storyline significance, and eventual dissolution of The Hurt Business in WWE. Alongside this, we will explore the broader implications of their presence in the wrestling landscape, including how they influenced fan engagement and the overall business of WWE.

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History of The Hurt Business

The Hurt Business made its debut on WWE programming in 2020, quickly establishing itself as a dominant faction within the company. The group was formed amidst the COVID-19 pandemic when WWE was adapting its storytelling methods, leading to a more character-driven focus. The initial formation was spearheaded by MVP, who returned to WWE with a vision to create a group that embodied resilience and ambition.

Initially, the faction included Bobby Lashley, Shelton Benjamin, and Cedric Alexander. This combination represented a blend of experience, athleticism, and charisma, allowing The Hurt Business to stand out in the crowded roster of WWE. Their united front was not only about in-ring prowess but also about the business acumen that MVP brought, which resonated well with audiences looking for a fresh take on professional wrestling factions.

Key Members of The Hurt Business

The Hurt Business consisted of several pivotal members, each contributing to the faction's success and popularity. Understanding these key figures is essential to grasp the overall impact of The Hurt Business within WWE.

MVP (Montel Vontavious Porter)

MVP, the mastermind behind the formation of The Hurt Business, played a crucial role in its narrative direction. His experience in wrestling and charisma made him an effective leader. He not only managed the group but also engaged in feuds that elevated the faction's status. MVP's promos were instrumental in defining the group's identity and mission.

Bobby Lashley

Bobby Lashley, a former MMA fighter and WWE Champion, brought a level of credibility and physical dominance to The Hurt Business. His stature and wrestling ability made him a formidable champion, and his association with MVP helped to elevate his character beyond the traditional face or heel roles. Lashley's run as a champion under the banner of The Hurt Business showcased his versatility and appeal to both casual and hardcore fans.

Shelton Benjamin

Shelton Benjamin, a seasoned veteran in the ring, added depth and experience to the faction. His technical skills and agility complemented Lashley's brute strength, creating a formidable tag team and a strong presence in the faction. Benjamin's inclusion was a nod to his legacy in WWE, bringing a sense of nostalgia for long-time viewers.

Cedric Alexander

Cedric Alexander represented the younger generation of wrestlers in The Hurt Business. His high-flying style and athleticism provided an exciting dynamic to the faction. Alexander's growth as a performer was highlighted during his time with The Hurt Business, showcasing his ability to shine alongside established stars.

Significance in Storylines

The Hurt Business was integral to several key storylines in WWE, particularly during 2020 and 2021. Their presence added a layer of complexity to rivalries and title pursuits, which kept audiences engaged.

One notable storyline involved their rivalry with the likes of Retribution, a faction that embodied chaos and disruption. This feud not only highlighted the contrast between the

disciplined and unified approach of The Hurt Business and the anarchic nature of Retribution but also provided a platform for character development for all involved. The matches between these factions were often high-stakes and well-received, contributing to the ongoing narratives within WWE.

Additionally, The Hurt Business played a significant role in the championship scene, particularly with Bobby Lashley capturing the WWE Championship. Their support during this title reign emphasized the importance of camaraderie and strategic alliances in professional wrestling, resonating with the audience's appreciation for storytelling.

Impact on WWE Business

The presence of The Hurt Business in WWE had notable implications for the business side of the organization. From merchandise sales to audience engagement, their influence was palpable.

- **Merchandise Sales:** The faction's popularity led to increased merchandise sales, including T-shirts, action figures, and other memorabilia. Fans were eager to support their favorite wrestlers, showcasing their loyalty through purchases.
- **Audience Engagement:** The compelling storylines and character dynamics generated significant social media buzz, with fans discussing and analyzing their matches and promos. This engagement helped maintain WWE's relevance during challenging times.
- **PPV Sales:** The Hurt Business's involvement in major pay-per-view events contributed to their success. Their matches often drew attention, increasing viewer numbers and generating additional revenue for WWE.

Dissolution and Aftermath

In early 2021, The Hurt Business faced an unexpected dissolution, which left fans shocked and disappointed. The decision to disband the faction was met with mixed reactions, as many believed they still had untapped potential. The storyline reasoning behind the breakup was tied to the evolving narratives within WWE, focusing on individual character arcs rather than factions.

Post-dissolution, members of The Hurt Business pursued their paths, with Bobby Lashley continuing to dominate in the championship scene, while Cedric Alexander and Shelton Benjamin found themselves in different storylines. The impact of The Hurt Business lingered, as their influence on the roster and storytelling elements remained evident for months to come.

Conclusion

The Hurt Business in WWE represented a significant chapter in professional wrestling, highlighting themes of unity, ambition, and rivalry. The faction's formation, key members, and compelling storylines contributed to their success and popularity among fans. Despite their eventual dissolution, The Hurt Business left an indelible mark on WWE, influencing future storylines and character developments. Their legacy continues to resonate with audiences, showcasing the enduring appeal of well-crafted wrestling narratives.

Q: What was the primary goal of The Hurt Business in WWE?

A: The primary goal of The Hurt Business was to dominate the wrestling scene through unity, strength, and business acumen, showcasing a faction that represented success and ambition in WWE.

Q: Who were the original members of The Hurt Business?

A: The original members of The Hurt Business included MVP, Bobby Lashley, Shelton Benjamin, and Cedric Alexander, each bringing unique strengths to the faction.

Q: How did The Hurt Business influence WWE storylines?

A: The Hurt Business influenced WWE storylines by engaging in high-profile feuds, elevating championship pursuits, and providing compelling narratives that captivated audiences, particularly through their rivalry with Retribution.

Q: What led to the dissolution of The Hurt Business?

A: The dissolution of The Hurt Business was primarily a narrative decision made by WWE management, focusing on evolving character arcs and shifting storylines away from faction dynamics.

Q: Did The Hurt Business have any impact on WWE's merchandise sales?

A: Yes, The Hurt Business significantly impacted WWE's merchandise sales, as their popularity led to increased purchases of related items, reflecting fan loyalty and engagement.

Q: What legacy did The Hurt Business leave in WWE?

A: The legacy of The Hurt Business in WWE includes their role in revitalizing faction storytelling, enhancing character development, and influencing future wrestling narratives and alliances.

Q: How did fans react to the breakup of The Hurt Business?

A: Fans reacted with disappointment and surprise to the breakup of The Hurt Business, as many believed the faction still had significant potential and compelling stories yet to be told.

Q: What was MVP's role in The Hurt Business?

A: MVP's role in The Hurt Business was that of a leader and strategist, guiding the group while also engaging in storylines and rivalries that elevated the faction's status in WWE.

Q: What were some key matches involving The Hurt Business?

A: Key matches involving The Hurt Business included their bouts against Retribution, championship matches featuring Bobby Lashley, and tag team contests showcasing Shelton Benjamin and Cedric Alexander.

Q: How did The Hurt Business affect the perception of factions in wrestling?

A: The Hurt Business affected the perception of factions in wrestling by demonstrating the effectiveness of well-defined characters working together towards a common goal, revitalizing interest in faction-based storytelling.

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