



6 chapter

Entrepreneurship

Introduction to Business
DPBA 1113

Instructor Lecture PowerPoint

Entrepreneurship

- ✓ The study of how new businesses are created as well as the actual process of starting a new business.
- ✓ The process of creating something new of value by giving necessary time and effort

Entrepreneur

- ✓ is someone who has an idea and create a product or service that po building an organization to support



Example of Entrepreneur



Characteristics of entrepreneur

✓ Based on personal characteristics

Forward-looking – able to anticipate trends, opportunities, and future organizational challenges

Hard working – they love putting in the hours and realizing a sense of satisfaction when accomplishing goals

Passionate – energy around the work that they do

Opinionated – ready and willing to take a stand for how they believe things should be done

Confident – when someone looks you in the eye and tells you they can do it

Positive – with the roller coaster ride that is entrepreneurship, staying positive helps the team get through very low lows



Characteristics of entrepreneur

✓ Skill

Communication-to be able to communicate well to sell your vision of the future to investors, potential clients, team members, and more

Leadership-able to delegate work to others that can work together

Networking -Building good relationships through networking will help you to grow your business and give you the support you'll need.

Problem solving-However much you plan, you will encounter problems in your business. This means you need to be able to make good decisions, sometimes under pressure.





Business Opportunity

Exist when:

There is a possibility of offering a new product or service in a particular market.

The product or service fulfills the demands and preferences of the customers

Where the product can be used to solve their problem



Entrepreneur Process

Discovery:

- ✓ An entrepreneurial process begins with the idea generation, wherein the entrepreneur identifies and evaluates the business opportunities. The identification and the evaluation of opportunities is a difficult task; an entrepreneur seeks inputs from all the persons including
employees,
consumers,
channel partners,
technical people,
- ✓ Once the opportunity has been decided upon, the next step is to evaluate it. An entrepreneur can evaluate the efficiency of an opportunity by continuously asking certain questions to himself,



Entrepreneur Process

Developing a Business Plan

Once the opportunity is identified, an entrepreneur needs to create a comprehensive business plan. A business plan is critical to the success of any new venture since it acts as a benchmark and the evaluation criteria to see if the organization is moving towards its set goals.



Entrepreneur Process

Resourcing:

wherein the entrepreneur identifies the sources from where the finance and the human resource can be arranged. Here, the entrepreneur finds the investors for its new venture and the personnel to carry out the business activities.



Entrepreneur Process

Managing the company:

- ✓ Once the funds are raised and the employees are hired, the next step is to initiate the business operations to achieve the set goals.
- ✓ an entrepreneur must decide the management structure or the hierarchy that is required to solve the operational problems when they arise.



Entrepreneur Process

Harvesting

The final step in the entrepreneurial process is harvesting wherein, an entrepreneur decides on the future prospects of the business, its growth and development.



Entrepreneurship model

An entrepreneur is born or made

The ACRO model was introduced to focus on the attitude, skill and behavior needed to enable young people to meet the needs of business



ACRO

- A. Attitude
- B. Creativity
- C. Relationship
- D. Organization



Attitude

- A. Self knowledge
- B. Motivation
- C. Aspiration



Creativity

- A. Problem solving
- B. Ideas
- C. Innovation



Relationship

- A. Presentation
- B. Communication
- C. Working with others



Organization

- A. Planning
- B. Managing
- C. Vision and goal

Advantages

➤ **CONTROL.**

You choose the work you like to do and that makes the most of your strengths and skills. The result can be more job satisfaction.

➤ **EXCITEMENT.**

Entrepreneurship can be exciting and many entrepreneurs consider their work highly enjoyable. Each day is filled with new opportunities to challenge your abilities, skills, and determination.

➤ **FLEXIBILITY**

Entrepreneurs can schedule their work hours around other commitments, including spending quality time with their families.

➤ **FREEDOM.**

Freedom to work whenever they want and they want draws. Most entrepreneurs don't consider their work actual work because they are doing something they love.

➤ **RATIONAL SALARY.**

As an entrepreneur, your income is directly related to your efforts and the success of your business.

Drawback

✓ **ADMINISTRATION.**

While making all the decisions can be a benefit, it can also be a burden. Being an entrepreneur comes with a lot of paperwork that can take up time and energy.

✓ **COMPETITION.**

Staying competitive is critical as a small business owner. You will need to differentiate your business from others like yours in order to build a solid customer base and be profitable.

✓ **LONELINESS.**

It can be lonely and scary to be completely responsible for the success or failure of your business.

✓ **NO REGULAR SALARY.**

Being an entrepreneur often means giving up the security of a regular paycheck. If business slows down, your personal income can be at risk.

✓ **WORK SCHEDULE.**

The work schedule of an entrepreneur can be unpredictable. A major disadvantage to being an entrepreneur is that it requires more work and longer hours than being an employee.





Mistakes Entrepreneur

Not being focused, setting clear goals or managing time correctly:

It's difficult to focus on something specific when you're running a start up. Everything is changing so quickly and you're passionate enough to want to do all you can.

Not accepting mistakes and moving on:

Making mistakes is inevitable, but things get easier if you're the first to admit them, make changes and move forward. When, as a leader, you make a mistake, admitting it can be tough. Be the first one to admit your mistake and learn quickly from it.



Mistakes Entrepreneur

Not understanding who your customers are:

When founded for very first start up, didn't know what an Ideal Client Profile (ICP) really meant, didn't even know who my customers were. Having a clear, in-depth understanding of who your customers are will dramatically increase the results of your initial customer acquisition efforts.

Being afraid of making changes:

been afraid of making them for a long time. When you have a working business, you fear making big changes because you fear ruining everything you worked so hard for. However, it's healthy for start ups to make drastic changes to their products and/or services. You learn a lot and discover new things along the way, boosting your business in the process.

The Difference between a Businessman and Entrepreneur

Businessman or business person

1. Starts a business from an existing idea or concept
2. Has many business rivals
3. Focuses on competition
4. Is always busy on his business “busy-ness”
5. Don't have enough time for his family and personal life
6. His business gives him a living
7. Traditional
8. Stays safe
9. Worried

Entrepreneur

- Starts a business from his own unique idea or concept
- His business rival is himself
- Focuses on cooperation
- Is only busy in preparing his new enterprise
- Have a lot of time for his family and personal life
- He gives life to his business
- Innovative and revolutionary
- Risk taker and accountable
- Excited

