* Advertisement: -It is the duty of an entrepreneur to do advertisement explaining the superiority and quality of his goods to newspapers, magazines, radio, TV, etc. Advertisement is done to create and increase to demand or sale of his goods.
* Search of markets: - The entrepreneur explodes has to explore the markets for his products. He produces goods in accordance with the consumers tastes which can be known from the market trends.
* Supervision: - One of the main job an entrepreneur is to supervise all the factors engaged in the production process. He has to supervise every little detail So, has to ensure maximum production and economy.
* Contact with the Government: - The entrepreneur has to make contacts with the Government because the modern production system is controlled by the Government in several ways. A license is taken before the start of production the entrepreneur has to abide by certain rules and regulation of production and gas to pay taxes regularly.
* Payment to factors of production: - The rewards of the various factors of production have to be decided by the entrepreneur. He makes payments to the land lord, labor and capitalist in the form of rent, wages, and an interest. Since, payments to these factors of production constitute cost, so no entrepreneur wants to pay to a factor more than his productivity.
* Quantity of production: - The entrepreneur determines the quantity of production keeping in view the demand for goods and the extent of market. How much goods are to be produce is the main decision should be taken by the entrepreneur.
* Risk taking: - Risk is the most important function of an entrepreneur. There are chances that he may be rewarded with a profit or he may be suffer a heavy loss. Therefore, the risk bearing is the final responsibility of an entrepreneur.
* Innovation: - Innovation plays an important role in modern business. Innovation may take the form of the introduction of new methods in the process of production are introducing improvements in the existing methods. It is also including discovery of new markets, raw materials and new technics of production and new design of product etc.

**ELEMENTS OF ENTREPRENEURSHIP: -**

1. Motivation and commitment: - An entrepreneur should be impress his employees to work efficiently customer tpo buy his product, supplies and investors to do business with him he should be decided and engaged in his work regularly.
2. Abilities and skill: - An entrepreneur has the ability to face all the challenges which are related to his business. And he also as the several skills like creativity, positive thinking, communication etc. to face the competition.
3. Resources: - Finance, materials, human and knowledge are very important resources which are required to run the business. An entrepreneur should search the best resources at best price and use them properly.
4. Strategy and vision: - Each and every business has its own goals and target. The entrepreneur should set his target should be achieve and implemented certain technics and strategies to reach that target goals.
5. Planning and organization: - Entrepreneur as to plan properly about his business routine and take proper plan at proper time and implement it properly. While planning he has to contrate about both present and future situation related tohis business.
6. The idea in relation to the market: - The changes in the market gives an important role in business. So, an entrepreneur has the knowledge about the fluctuational the market related to his business line. After his business according to the changes.