

Attributes and Characteristics of a successful entrepreneur

Characteristics of an Entrepreneur

- **Innovation**

Tries to develop new technology, products, markets by using creativity

- **Risk taking**

Entrepreneurs assumes risk & is prepared for losses and minimize risk through research, planning, and skill development.

- Production risk
- Market risk
- Financial risk
- Social risk

- **Decision making**

- Takes decisions to launch the enterprise for production, purchase, sale of goods & services
- engage human resource
- procure raw materials, machines from suppliers
- raise capital from various sources
- distribute the products through various channels

Contd...

- **Perceptive**

Entrepreneurs view problems as opportunities and challenges.

- **Curious**

Entrepreneurs like to know how things work. They take the time and initiative to pursue the unknown.

- **Imaginative**

Entrepreneurs are creative. They imagine solutions to problems that encourage them to create new products and generate ideas.

- **Persistent**

True entrepreneurs face bureaucracy, make mistakes, receive criticism, and deal with money, family, or stress problems. But they still stick to their dreams of seeing the venture succeed.

- **Leadership**

Plans, organises, directs and controls the activities of business.

While leading the workers, he coordinates their operations & motivates team.

Contd...

- **Goal-setting**

Entrepreneurs are motivated by the excitement of starting a new business. Once achieved, they seek out new goals or ventures to try.

- **Hardworking**

Entrepreneurs need a great deal of energy to see a venture start and succeed. Yet they are not deterred by the long hours to achieve their goal.

- **Self-confident**

Entrepreneurs believe in themselves. Their self-confidence takes care of any doubts they may have.

- **Flexible**

Entrepreneurs must be flexible in order to adapt to changing trends, markets, technologies, rules, and economic environments.

- **Independent**

An entrepreneur's desire for control and the ability to make decisions often makes it difficult for them to work in a controlled environment.

Contd...

- **Marketability**

Entrepreneurs need to ask themselves the following questions about their product, service :

- Does your target market want this product? Prove it.
- What is your competition? How much of the market do they own already? How will you take it away from them?
- Are you competitively priced?
- Is this a short-term venture? How long will it last?
- What do you offer that no other product, service, or charity offers? Why would a customer pay money for what you provide?

- **Profitability**

To expect a profit, an entrepreneur must ensure that revenue exceeds all costs. Listing expected revenue and expenses can help to achieve this.

CORPORATE ENTREPRENEURSHIP/ **INTRAPRENEURSHIP**

- It is concerned with *innovations* that occurs inside an established corporation/ company through the efforts of creative employees.
- An intrapreneur *combines the resources* of the corporation in unusual ways to create innovative new products or services

Contd...

- The term Intrapreneur coined in America in late 70s.
- Senior executives left jobs – to start own businesses – when top bosses were not receptive to their ideas – new ventures – it became threat to the corporations they left.
- Also called as Brain Drain and Stopping the flight of their brightest executives.
- American management expert Gifford Pinchot III wrote book – ***Intrapreneuring*** 1985 to describe the persons who resigned from their well paid executive positions to launch their own ventures.

Contd...

Organization's strategy to save their employees

- Gifford Pinchot devised the way by which such executives could be retained in the industry and their entrepreneurial urge was also satisfied by their bosses so a system was devised where by such executives would operate as entrepreneurs with full independence and autonomy but within the organization.

Intrapreneur

- 3M (**Minnesota Mining and Manufacturing Company**, is a United States multinational conglomerate corporation), who encourage many projects within the company. They give certain freedom to employees to create their own projects, and they even give them funds to use for these projects.
- In the days of its founders, HP *used to* have similar policies and just such an innovation-friendly atmosphere and intrapreneurial reputation.
- Intel also has a tradition of implementing intrapreneurship.
- Google is also known to be Intrapreneur friendly, allowing their employees to spend up to 20% of their time to pursue projects of their choice.

Difference

Entrepreneur

- Independent
- Raises the funds
- Bears risk involved

Intrapreneur

- Dependent on owner
- Does not own responsibility to raise funds
- Does not fully bear the risk involved

Entrepreneur vs. Manager

Basis	Entrepreneur	Manager
MOTIVE	Initiate a venture	Render services
STATUS	Owner	Employee
RISK BEARING	Bears	Does not bear
REWARDS	Profit (or Losses)	Salary
INNOVATION	Change-agent	Implements changes
QUALIFICATIONS	No minimum qualification	Management theory & practice

Challenges Before Women Entrepreneurs

- Lack of confidence
- Socio-cultural barriers
- Market-oriented risk
- Less Motivated
- Less Knowledge in Business Administration
- No Awareness about the financial assistance
- Exposed to the training programs
- Family concern
- Identifying the available resources (Travelling)