

* **SME** : small and medium-sized enterprises
→ have less than a specific level of investment and turnover.

* **Motivation** : a process that activates and motivates the entrepreneur to exert higher level of efforts for the achievement of his entrepreneurial goals.

* **Network** : an association of entrepreneurs organized, (formally or informally), with the object of increasing effectiveness of the member's business activities.

* E-commerce : method of buying/selling goods/services online.

* How to use Internet and Library research:

- 1) Define your interest areas.
- 2) Explore online resource
- 3) visit online libraries
- 4) Engage in social media and forums
- 5) Analyze competition strategies
- 6) Identify emerging technologies.

- 7) Explore govt and industry reports
- 8) Read entrepreneurial literature
- 9) Network with industry experts
- 10) Conduct online survey/gather feedback
- 11) Evaluate sustainability and social impact
- 12) Utilize trend analysis tools

Process of focus group discussion:

→ a group of 6-10, usually 8 people, meet to explore and discuss a topic, such as new product. The group shares their feedback, opinion, knowledge and insights about the topic.

→ openly share opinions

→ convince others about ideas

- Steps
- ① recruit the right participants
 - ② choose moderator
 - ③ Record meeting for future purpose
 - ④ Write clear discussion guideline
 - ⑤ Conduct session and generate reports
 - ⑥ Use the data to make a plan of action.

Q Value Chain is the full lifecycle of a product/process, including material sourcing, production, consumption and disposal/recycling processes.

→ integral part of strategic planning for new business.

Support Activities

- 1) Procurement
- 2) Infrastructure
- 3) Human Resource mgmt
- 4) Technological development

Primary Activities

- 1) Inbound Logistics
- 2) Operations
- 3) Outbound Logistics
- 4) Marketing and sales
- 5) Services

Q Why is entrepreneurship growing phenomenon of business corporate world?

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- ① need continuous innovation to stay competitive
 - ② Enable faster decision making and responsiveness to market changes.
 - ③ adaptation to uncertainty.
 - ④ Technological advancement (Data, AI)
 - ⑤ Job creation and economic growth.
 - ⑥ Disruption of traditional industries.

⑦ Empowerment of marginalized communities

* Summary: The modern startup journey, face challenge, 90% failure

20% [←] not survive in 1st year
30% " " 2nd "

reasons: missteps in-hiring
- product development
- market analysis

learn from past, adaptability: → success

→ make sustainable product
→ " cohesive team