

DELIGHT CONCEPT

COURSE CODE: ENT305

COURSE TITLE: BUSINESS OPPORTUNITY SCOUTING AND EVALUATION

There are different types of businesses that exist within the Nigerian economy. Enumerate five of such businesses.

Agribusiness

This is agriculturally related business, concerned with the production, distribution and processing of food and fiber. Greater proportion of the total labour force is involved in agribusiness in Nigeria.

Mining

Mining is concerned with the exploration of minerals, petroleum, coal, etc.

Financial Business

This is a business that has to do with financial transactions with the banks, insurance, companies, credit houses etc.

Marketing Business

This business deals with wholesale and retail trading.

Heavy Industrial Business

These are industries that engage in large-scale production or activity and require huge amounts to set up.

Light Industries

These are industries that engage in small-scale production or activity and often do not require huge sums to set up.

Service Industries

Service industries include tailoring, barbing salon, pool bating, etc.

Differentiate between heavy industrial business and light industries.

Heavy Industrial Business

These are industries that engage in large-scale production or activity and require huge amounts to set up.

WHILE

Light Industries

These are industries that engage in small-scale production or activity and often do not require huge sums to set up.

List three characteristics of businesses.

Characteristics of Business

The characteristics of a business vary from one place to another but there are few similar characters related to a business. The following are few characters of a business:

Ownership

Businesses mostly prefer to be organized as sole proprietorship, partnership or limited liability companies.

Size of Employees

Small scale businesses employ smaller teams of employees than companies that operate on a larger scale because most small businesses are labor-intensive. The smallest businesses are run entirely by single individuals or small teams.

Revenue and Profitability

Small scale business revenue is generally lower than companies that operate on a large scale. Note that lower revenue does not necessarily translate into lower profitability. Established small businesses often own their facilities and equipment outright, in which, in addition to other factors, helps to keep costs lower than more leveraged businesses.

Market Area

Small scale business serves a much smaller area than corporations or large businesses. A small convenience store might serve a single community and due to its size, it cannot serve areas much larger than a local area, since growing beyond that would increase the scale of the business operation and push it into a new classification.

Location

A small scale business is mostly found in a limited area, along busy streets or major mode of transport. Also, the business is often located closer to material and supply sources and to markets, easing the burdens of transportation and time.

Limited and unlimited Investment

In a small business enterprise, capital is supplied by an individual or a small group of individuals but large scale business capital is supplied by an individual or a small group of individuals loan from Banks.

Setting of goals is very important to the success of a business. Briefly explain two goals that a business owner will want to achieve.

The following are goals a business owner must achieve;

1. Profitability

A common business goal is to run a profitable operation which typically means increasing revenue while limiting expenses. To reach this goal, objectives could consist of increasing annual sales by 10%.

2. Efficiency

Efficiency in a business operation is a way to increase productivity. To improve efficiency, you might decide to get raw materials earlier than you normally do to satisfy your consumers.

3. Growth

Most small business does not aim at growth at all thereby offering existing product, process and service. Growth should be the goal of any small business.

Explain briefly the term 'profitability' as it relates to a business.

Profitability

A common business goal is to run a profitable operation which typically means increasing revenue while limiting expenses. To reach this goal, objectives could consist of increasing annual sales by 10%.

Give seven reasons why small business enterprises are important in Nigeria.

General Importance of Small Business Enterprises

The importance of small business enterprises cannot be overlooked and they include:

1. It provides employment opportunities
2. Helps to conserve foreign exchange
3. Promotes indigenous entrepreneurial skills
4. Enhances the quality of life in urban and rural areas
5. Reduces rural/urban migration
6. Responds promptly to the dynamic business environment than big businesses
7. Helps in production of special and varied products and services which may not be attractive business options to large firms.
8. Facilitates the use of untapped savings thereby encouraging capital formation which is the engine of growth.

List six problems of small business enterprises in Nigeria.

Problems of Small Business Enterprises

Even though small business enterprise has its importance, it is necessary to look at the problems facing small business enterprises. These problems include;

Inadequacy of finance capital

Majority have limited access to diverse sources of capital or even foreign exchange as institutional credit.

Lack of continuity

Most small business enterprises are sole proprietorship and ceased to exist as soon as the owner loses interest or he is dead.

Poor Implantation of Government Policy

So many government policies in respect of small business enterprises are poorly implemented, which makes it possible to continually sustain and support small business enterprises.

Poor Managerial Skills

Most owners do not have the require skills to successfully run the organization. More importantly there are no avenues for training to improve their skills.

Inadequate Information Base

Small business enterprises are characterized by poor record keeping and there are no institutional support facilities for them to have access to require information for effective planning and management purposes.

Inadequate Infrastructure

Facilities that are needed as support base to start, run a business successfully and to grow are grossly inadequate. In some cases these facilities have to be provided by the owners of the enterprises.

Lack of Raw Materials

In some cases, needed raw materials are sourced externally. Hence the fate of such establishment is tied to the availability of foreign exchange, fluctuation in the exchange rate and strict government policy for accessing the foreign exchange.

Poor Accounting System

Most small scale enterprises do not keep proper records and in some cases none is kept. It is therefore difficult to assess and evaluate their viability and package them for external credit facilities.

Unstable Policy Environment

Constant changes in government policy destabilize or lead some small business enterprises folding up. Some of these policies are not only contradictory sometimes they are outrightly discouraging.

A business idea is different from a business opportunity. Explain briefly the difference between the two concepts.

The Difference Between Business Ideas And Business Opportunities

Now for those who are yet to identify the difference between a business idea and opportunity, I want you to know that they are not the same; and this article will help you understand the difference.

A business opportunity on the other hand is a proven concept that generates on-going income. In other words, a business opportunity is a business idea that has been researched upon, refined and packaged into a promising venture that is ready to launch.

While multiple business ideas may strike you on a daily basis, only few of them will be profitable in the long run based on market research and feasibility study conducted. These few are the real business opportunities.

Major difference between an idea and an opportunity is that you can sell a business opportunity, but you cannot sell an idea (*it is not entirely impossible but it's difficult*). Colonel Sanders tried for many years to sell his chicken recipe idea but no one listened to him until he repackaged it and KFC (*Kentucky Fried Chicken*) was born. The moral of this lesson is that investors invest in business opportunities and ventures, not business ideas.

OR

What is a business idea?

A business idea is a concept that can be used to make money. Usually it centers on a product or service that can be offered for money. An idea is the first milestone in the process of founding a business. Every successful business started as someone's idea.

Although a business idea has the potential to make money, it has no commercial value initially. In fact, most business ideas exist in abstract form; usually in the mind of its creator or investor and not all business ideas, no matter how brilliant they may seem, would end up being profitable. To find out about an idea's chances in the market and check its innovative content and feasibility, you need to conduct a plausibility check.

The acceptability and profitability of a business idea hinges largely on how innovative the idea is. Being innovative means using conventional production or distribution methods that have rarely been adopted before. In fact, the entire business system could be innovated. For example, FedEx revolutionized mail post services through 24-hour operation and very quick delivery worldwide. The company therefore adopted an innovative system, which eventually spurred it to becoming one of the world's leading mail and parcel delivery services. However, even more important is the benefit that a business idea promises to offer customers. Such benefits could be passed on to customers in the form

of reduced costs. (We all like to buy quality for less). So, any business idea that, at least, focuses on lowering costs would most likely be profitable in the long term.

WHILE

Business Opportunities

In general sense, the term opportunity implies a good chance or a favourable situation to do something offered by circumstances. In the same vein, business opportunity means a good or favourable change available to run a specific business in a given environment at a given point of time (Shinha 2015). Agu (2011) defines business opportunity as an attractive idea or proposition that provides the possibility of a return for an individual who takes the risk of using the idea to solve an identified problem of individuals or society.

Business opportunities have received considerable attention in recent years, owing to unemployment, the decline of job security and the increasing number of individuals who have lost jobs due to corporate downsizing. Still others seek second jobs in order to satisfy their needs.

Definition of business opportunity varies because the term means different things to different people. A business opportunity can also involve the sale of goods or services that enable the entrepreneur to begin a business (Perez, 2016). Under some countries federal law, the promoter of such business opportunity is required to provide potential investors with complete pre-sale information in the form of a disclosure document. Some countries impose additional licensing and disclosure requirements.

Enumerate five sources of ideas.

Sources of Idea: The idea of opportunities or products can be generated from various sources: internal and external or from formal or informal. These may include the followings:

- i. Knowledge of potential customer needs,
- ii. Watching emerging trends in demands for certain products, Scope for producing substitute product,

- iii. Going through certain professional magazines catering to specific interests like electronics, computers, etc.,
- iv. Success stories of known entrepreneurs or friends or relatives,
- v. Making visits to trade fairs and exhibitions displaying new products and services,
- vi. Meeting with the Government agencies, Ideas given by the knowledgeable persons,
- vii. Knowledge about the government policy, concessions and incentives, list of items reserved for exclusive manufacture in small-scale sector,
- viii. A new product introduced by the competitor, and
- ix. One's market insights through observation .

Give three guidelines for evaluating business opportunities.

Guidelines for Evaluating Business Opportunities

The guidelines for evaluating business opportunities are:

1. Evaluation of own capabilities and abilities.
2. Determine to run the business enthusiastically.
3. Having complete knowledge of the product or service with which you are involved.
4. Market evaluation of the product or service to be offered. There must be need for the product.
5. Find from previous owners how successful the business has been for a period of time.
6. Determine the training and experience required to run the venture properly.

Business plans are important when creating a new business. Briefly explain what a business plan is its components.

Or

Explain the typical component of a business plan for a new business

A business plan is a document demonstrating the feasibility of a prospective new business and providing a roadmap for its first several years of operation.

Business plans are an important part of creating new businesses, whether as a startup or an offshoot of an existing business. Although the specifics may vary, here are the typical components of a business plan for a new business:

1. The executive summary is a nutshell version of the entire plan, briefly covering the essentials.
2. The business description describes the proposed new endeavor, explains its purpose and its target market.
3. The plan's market analysis section describes the industry and the market environment of the proposed business, including a profile of the competition.
4. The organizational and managerial section explains how you envision the structure of your business, what type of positions and departments it will encompass.
5. The products (or services) section details what you're offering. This section should include a full description of the products you'll sell and your plan for product life cycle management (PLM).
6. The marketing and sales section explains your strategies for branding, marketing and selling your product or service.
7. The funding request will differ according to what type of information is required by the funding party.

8. The financial projection covers the expected performance and milestones over the first years of operation, usually five years. For an existing business, historical financial data should be included.
9. An appendix can include useful information that doesn't belong in any of the other sections.

A business plan is similar to a business model. However, the latter is a representation of how an existing business works, rather than how a prospective business can work.

There are many business opportunities available for entrepreneurs. List five types of such business opportunities.

There are many entrepreneur opportunities one may choose. The different types of business opportunities are discussed below:

(i) Buy a Franchise: This involves having an opportunity to start your business on already set-up business. It is expected that such entrepreneurs buy a Franchise opportunity. A franchise is an existing business with a solid business *Identification and Evaluation of Business Opportunities*

(ii) Distributorship or Dealership: An important business opportunity is with distributorships and dealerships. A distributor is a person or business agent that has an agreement to sell products or services produced by another company.

(iii) Network Marketing: In addition to distributing the product or services offered by the parent company, a network marketer also endeavours to recruit other distributors, hence creating a network of distributors and earning considerable income through residual commission.

(iv) Licensing: Opportunity exists through licensing; which offers an entrepreneur the right to be creative and invent product or service, but retaining the name brand, icon or trademark of the widely recognized business.

(v) Finding and Filling a Niche: Another area where opportunities find attraction to the entrepreneur is in finding or filling a small niche. A niche is small area where a business opportunity is likely to bring profit. A well-timed product or service has a greater likelihood of success in the market. Marketing the right idea into the right niche at the right time is an awesome combination.

c. Differentiate between creative entrepreneurship and social entrepreneurship. (6 marks)

Creative Entrepreneurship

Creativity is the innate ability, instinct, disposition and will to initiate a goal and strategically actualize the goal. Creativity is a key quality of every entrepreneur. Entrepreneurs are all those involved in self-employment is seizing available opportunities to generate or get involved in activities that could be realized for self-development and profit making. It is a fulfillment of a desire for an enterprise that could afford a comfortable life, promote goodwill, enhance leadership qualities, and consolidate economic gains. Naude (1999) observed that entrepreneurship is the unquantifiable force, which brings together labour and capital and assume the risks of production and distribution.

Self-employment therefore, can be summarized to mean the promotion of free enterprise and self-sufficiency by creating and spreading wealth to the generation and social progress. In general, this creative and self-employed person is known as an entrepreneur. Moreover, the concept of entrepreneurship has been receiving loud ovation and monumental support especially in the civilized world.

Creative entrepreneurship is the practice of setting up a business – or setting yourself up as self-employed in one of the creative industries. The focus of the creative entrepreneur differs from that of the typical business entrepreneur or, indeed, the social entrepreneur in that s/he is concerned first and foremost with the creation and exploitation of creative or intellectual capital. Essentially, creative

entrepreneurs are investors in talent – their own or other people's. The creative industries generate substantial economic impact - and this impact and growth is outpacing every other sector of the economy.

WHILE

Social Entrepreneurship

Social entrepreneurship is the process of pursuing innovative solutions to social problems. More specifically, social entrepreneurs adopt a mission to create and sustain social value. They draw upon appropriate thinking in both the business and non-profit worlds and operate in a variety of organizations: large and small; new and old; religious and secular; non-profit, for profit, and hybrid. What are the guiding questions, best practices, skills, and tools social entrepreneurs need in order to navigate a very challenging and often life-long vocation

Characteristics of a business idea

CHARACTERISTICS OF BUSINESS IDEA

A promising business idea must have the following characteristics:

- a. Relevant (must fulfill customers' needs or solve their problems)
- b. Innovative
- c. Unique
- d. Clear focus
- e. Profitable in the long run

List and discuss the three conditions a success business idea must meet.

A SUCCESSFUL BUSINESS IDEA MUST MEET THE FOLLOWING THREE CONDITIONS:

1. It must offer benefit to the customer by solving a problem or fulfilling a need. Customers buy products and services for just one reason; to satisfy a need. So, if your business idea cannot satisfy customers, it won't be successful. Every successful business idea must have a unique selling proposition.
2. It must have a market that is willing to accept it. A promising business idea must offer a product or service that would be accepted by a large market. It must also have feasible arrangements for catering to that large market as well as unique values that differentiates it from the competition.
3. It must have a mechanism for making revenue. A successful business idea must show how much money can be earned from it and how the money will be earned. Having discussed in full detail what a business idea means, let's now look at —business opportunity.¶

List 5 sources of ideas .

SOURCES OF IDEA

Sources of Idea: The idea of opportunities or products can be generated from various sources: internal and external or from formal or informal. These may include the followings:

- i. Knowledge of potential customer needs,
- ii. Watching emerging trends in demands for certain products, Scope for producing substitute product,

- iii. Going through certain professional magazines catering to specific interests like electronics, computers, etc.,
- iv. Success stories of known entrepreneurs or friends or relatives,
- v. Making visits to trade fairs and exhibitions displaying new products and services,
- vi. Meeting with the Government agencies, Ideas given by the knowledgeable persons,
- vii. Knowledge about the government policy, concessions and incentives, list of items reserved for exclusive manufacture in small-scale sector,
- viii. A new product introduced by the competitor, and
- ix. One's market insights through observation

List and discuss the various elements that can be used to turn a business idea into a business opportunity.

The five basic elements of the recipe to turn ideas into tangible opportunities that further allow you to make work plans are:

1. **Strategic Fit:** To understand what the market needs and realistically take account of capabilities you have to be able to provide it.
2. **Business Plan:** The process of writing a business plan actually helps develop an idea into an opportunity. It forces you to ask and answer hard questions and explore your options.
3. **Team:** An idea rarely becomes an opportunity without a team. No individual has all the knowledge and skills necessary to make the transformation.

4. **Leadership:** Once you have a team, the right leadership is essential to guide the development from idea to opportunity.

5. **Resources:** The planning process will give you a good idea of the resources that will be required to turn your idea into an opportunity.

Explain the holistic management approach.

Holistic Approach Management

This approach has its root in India practice. It is based on the consideration of the human individual as unique living entity, having self-consciousness and that the human self is a complex body, mind, heart, intellect and spirit soul. We have to play equal attention to all the aspects of human personality and consider him as a whole or complete being, having practically unlimited potential energy and power to develop himself and acquire perfection, so that he can enjoy all round internal and external harmony and progress. This is called holistic approach in self-management and management of any enterprise (Sherlekar, 2011).

Define swot analysis.

SWOT analysis is an exercise meant to identify your strengths, weaknesses, opportunities and threats - hence the acronym —SWOT. Taking a critical look at internal and external factors that impact your business arms you with knowledge that can help you plan, manage or grow your business. It can help you meet challenges or take advantage of business opportunities.

List and describe any 4 management techniques and how they can be applied.

1. Management by Objective

This is a technique, which is result-oriented. It can be described as participative management control (PMC) or control by self-control. As a management technique of MBO is to assist the entrepreneurs attain their objectives. The central frameworks of MBO are

- 1) Definition of basic purpose or mission
- 2) Identifying overall key objectives
- 3) Analyzing the situation
- 4) Setting specific objectives for solving problems
- 5) Implementation of action plan and review of progress

The chief executive, entrepreneurs and rank-and-little members take active part in all these processes.

2. Project Management Technique

It is concerned with all tasks and activities to carry out an going project. The project management unique features rest in

- 1) The temporary nature of the task structure
- 2) The interdisciplinary nature of task
- 3) Concentration of entrepreneur or management attention on limited range of activities
- 4) The relative action impelled autonomy of the project organization

3. Strategic Management

This is the process of making and implementing decisions that have long term impact and lead to change. It is about the process of strategic change. Bowman and Asch (1987) define it as the match an

organization makes between its own resources and the threats and opportunities created by the external environment in which it operates.

The fundamental tasks of strategic management are

- 1) Environment analysis
- 2) Developing corporate vision
- 3) Strategy formulation
- 4) Strategy implementation
- 5) Strategy control.

Entrepreneurs have to orientate their organization to meet the challenges posed by the environment and competition.

4. Team-Building Technique

A team consists of people interacting with one another towards the achievement of a common objective. Membership of a team does vary from one team to another, the smaller the number of people, the better. Conditions for team building include;

- 1) Existence of a common goal
- 2) Critical relationship existing within the team for free expression of opinion by members
- 3) Objective to be attained must be of fairly long duration
- 4) Team goals must be adhered to by members
- 5) Identification with team goals by members
- 6) Existence of common symbol for team members' identification

Team management is an emerging paradigm in management technique that can be adopted and applied for effective management of organization.

5. Total Quality Management

This management technique focuses on constantly satisfying the customer. Satisfaction could be in terms of product quality, costs, flexibility and efficiency delivery. It involves making constant efforts to identify what customers want from time to time and determining how best to cater for them.

The elements of Total Quality Management (TQM)

- 1) It addresses the issue that is most important to every customer
- 2) It ensures that owners and shareholders of companies get good returns on their investment
- 3) Adoption of environment friendly models of operation.

These strategies derive from the realization that output is strictly a function of input and that quality is the result of input and the manner of usage.

6. Work Study

This technique is focused on studying the requirements of a task in order to find better ways of doing it. Time study is included in work-study. It calls for the application of sensitivity analysis so as to obtain the needed cooperation from all the people involved in its use. Work study is a technique of wide usage, as such, it could be applied in established departments, and product, and in the design and layout of new factories, for efficient and easy production (Ndiokho, 1994).

Explain the internal problems that affect the small scale enterprises in Nigeria

Internal Problems

The internal problems that affect the small scale enterprises particularly and other enterprises in general Lawal, Kio, Sulaimon and Adebayo (2000) include the following:

- 1) Wrong Choice of Business:** Entrepreneurs should avoid entering into business opportunities that are already over-crowded. Choosing a wrong investment area may lead to failure.
- 2) Lack of Business Connection:** This relates to inability to establish good relationships with customers, creditors and government agencies. These may lead to business failure.
- 3) lack of expert:** Expert knowledge in area of organizational activities is important, lack of organizational knowledge can be problematic.
- 4) Poor Financial Management:** This relates to inability to maintain proper accounting records.
- 5) Management Incompetence:** Majority of small scale enterprises entrepreneurs in Nigeria lack required management know-how to run the business effectively and efficiently.
- 6) Over Stretching of Credit:** most small business organizations who are eager to make sales often extend undue credits to customers, without appropriate methods cash of collection.
- 7) Wasteful Expenses:** Expenses must be kept to essential minimum for the success of the enterprise. Many Nigeria enterprises indulge in excessive and wasteful expenses.
- 8) Inventory Problem:** There could be problem of overstocking or purchase of slow moving products, with consequent cost implication.
- 9) Location Problem:** Poor location in relation to customers may affect business success.
- 10) Absence of Production Improvement Techniques:** These include the use of such management techniques as management by objective (MBO) organization and method, work-study etc.
- 11) Unethical Business practice:** These include dishonesty, poor quality product, bribery, corruption and other acts of indiscipline. They contribute to business failure.
- 12) Lack of Adequate Attention:** There are often neglects of the business by the owners, resulting from poor habits, poor health, marital problems and several others.

13) Personal Characteristic: The characteristics of the owner of the enterprise can be a cause of failure or success. For the success of an enterprise the owner must be mature in judgment, have balance and aggressive diplomatic character.

14) Marketing Problem: This can manifest in a variety of ways e.g. non standardization of product, inappropriate pricing, poor promotional strategies etc.

15) Lack of Qualified Manpower: In the case of small-scale business enterprises they cannot afford to employ competent and skilled manpower due to their financial stature and reputation.

16) Lack of Employee Satisfaction: In most Nigerian enterprises the general working conditions are very poor. There is also autocratic leadership style of some of the entrepreneurs and these constitute problems for the organization.

Explain the external problems confronting enterprise in Nigeria

External Problems

The external problems confronting enterprises in Nigeria are equally many and varied. They include among others the following;

1) Capital Problem

This relates to securing long-term equity capital and working capital. In the case of small-scale enterprise they have serious problem in term of securing fund, building and maintaining adequate financial reserves and equity capital.

2) Competition

There is problem of competition against large corporation with small-scale enterprises due to the competitive advantage of the giant firms. The competition among the big firms often sometimes takes unethical dimensions.

3) Technological Problem

In the case of small indigenous enterprises lack of access to technology often affects the success of small enterprise. In addition all organizations in Nigeria are open to technological competition from the global environment.

4) Lack of raw materials

There is often problem of shortage of raw materials, such that small organization does not secure adequate outputs for production.

5) Deficient Policy Framework

The political environment in term of economic policy framework and legal regulation can be problem to all forms of enterprises. There could be unfair regulations from local authority, state and federal government. In addition, inadequate organizational facilities and cumbersome laws can be problems of enterprises.

6) Limitation of Extension Services

In the case small-scale enterprises there are often limited services of research institutions, industrial development centers, management institutions and other intermediate framework designed for the success of small-scale business.

Explain the Entrepreneur and Skills Acquisition

The Entrepreneur and Skills Acquisition

To many researchers and academics, the entrepreneur is the focal point and key to the dynamics of economic development and growth. It is the entrepreneur or self- employed person that put together new combinations. Their actions have consequences on the basic of their organizational skills and creativity as decision makers. They identify distinctive opportunities, structures, setting, situation and

other variables within which the decision and choices are made. Entrepreneurs are risk bearers. They are doers or action oriented, independent and always rely on their own ingenuity and energy to plan and accomplish desired result. An entrepreneur as the decision –maker in a particular cultural context commands a range of behaviours that exploit the identified opportunities. In developed economic of the world, the entrepreneur functions primarily as creator o innovations in the production process. Entrepreneurial role focuses more on the entrepreneur’s ability to create rather than to organize. Nwachukwu (2005) noted that an entrepreneur is any person who has the ability to see and evaluate business opportunities, gather the necessary resources to take advantage of them and initiate appropriate action to ensure success. Nwachukwu posited that a typical entrepreneur is a risk taker, a person who braves uncertainty, strikes out on his own through native wits, devotion to duty and singleness of purpose, somehow creates a business and industrial activities where none existed before. The entrepreneur is also regarded and recognized as a person who either undertakes the responsibility of making innovation in the economy by initiating the introduction of a new goods, new methods of production or distributions, opening of a new market, development of a new source of supply of raw material or carries out a new enterprise of any industry

Write short note on the following.

Accounting skills

Marketing skills

Management skills

Public relations skills

Communication skills

Accounting Skills

An entrepreneur's success is measured by how profitable the enterprise or firm is and the growth it has recorded over the years. This is so, in taking cognizance of the fact that these entrepreneurs are not experts in money management or financial control. In other words, they are technically competent by their education/skill training.

However, circumstances and situation arising from the day to day running of business necessitate that good accounting records must be kept with regards to their customers, business associates, financial institutions and general prudent financial management. It follows therefore that entrepreneurs need to know how much money that comes into the business every day or week, how to determine the selling price for their products, how much is spent every day week, month or year on raw materials, labor, utilities and other miscellaneous expenditures. Furthermore, the person needs to know how much should be drawn for personal and family use, so as not to liquidate the business.

This is so because without them the entrepreneur can get up one day to discover that he has used up the working capital and can get up longer pay salaries of his staff, cannot repair or replace equipment, cannot purchase raw material as consumables and can no longer pay for other utility services. The knowledge of fundamental accounting competencies good financial management, which is aimed at ensuring that there is adequate cash on hand to meet the necessary current and capital expenditures as well as to assist in maximizing growth and profits. It requires knowledge of liquidity. Management of money demands that the entrepreneurs must plan for the most efficient way of putting to use acquired money from friends, family members, banks and other sources.

Marketing Skills

Marketing of products and services at a profit is the overall goal of every entrepreneur. The sole aim of marketing is to ensure that the product or services required by the customers or consumers are made available at affordable prices with a good profit margin. The implication according to Nwachukwu

(2005) is that entrepreneurs must be able to determine the customers' needs and devise how best the need would be met; judiciously select the market to be served and identify the possible advantages at their disposal so as to be able to compete favorably with other competitors or have an edge over others.

The entrepreneurs need to know the markets and where they are located, plan for effective customer and products services, correctly price their products in order to make distribution channels and be able to carry out good advertising of their products with efficient sales promotion. The fulfillment of these goals is dependent on the entrepreneurial educational attainment of the entrepreneur. Therefore, marketing skills are very imperative for goal achievement and economic growth.

Management Skills

Management skills are abilities acquirable through entrepreneurship education. The problems arising from lack of entrepreneurship education seem far more serious than those connected with the mere shortage or lack of capital. In every entrepreneurship endeavor, there are entrepreneurial skills or competencies that are needed and which one must be acquainted with to ensure the success of the enterprise. Before a good plan can be made, a decision to make the plan must be taken. According to Osuala (2004) acquisition of management skills through entrepreneurship education is indispensable towards producing a self-reliant nation with dynamic economy. The management skill or competencies to be acquired include:

- i. Planning
- ii. Organizational skills

A fundamental skill acquirable through entrepreneurship education is planning skill. Planning is at the core of entrepreneur's activities. Before good plans could be achieved, good decisions must be made. A decision is a process that leads to taking of an action. An entrepreneur must make decisions. The outcome of the decision could mean the success or failure of the business. For instance, in one day, an entrepreneur makes decision that range from whether to go to work or to stay at home; to purchase a

particular item or not to do so, to pay some creditors or to use the money for a more lucrative venture for the time being; to allow some employees to work over-time or not, to stop the production of a particular product or not (Nwachukwu,2005)

Public Relations Skills

According to Robert and Tim (1998) all managers must have to consider the public impact of their actions. Public relations (Robert and Tim, 1998) are the term used to describe the way issues and messages are communicated between an organization and the public. Accordingly, public relations are indispensable in every thriving organization in order to keep in touch with and responding to the media and interest groups.

Communications Skills

According to Longman (2005) communication skills are ways and abilities for expressing oneself well so that others can understand. Communication is a process by which people exchange information, thoughts and feelings. It is a means through which self-employed craftsmen and artisans communicate and reach both internal and external persons that are associated with their organization. Entrepreneurs can arouse the interest and curiosity of their customers through effective communication skills

Highlight seven advantages of New Public Management

New Public Management

This is a new approach already adopted by advanced economies in the management of public sector, in Sweden, France, Australia, Canada, USA, Germany, Japan and others. It has the following merits

- 1) Devolving authority providing organization
- 2) Ensuring performance control and accountability
- 3) Developing competition and choice
- 4) Providing responsive service

- 5) Improving the management of human resources
- 6) Optimizing information technology
- 7) Improving the quality of regulation
- 8) Strengthening steering function at the center

List the five basic entrepreneurial skills that an entrepreneur needs to succeed

- 1) Accounting skills
- 2) Marketing skills
- 3) Management skills
- 4) Public relations skills
- 5) Communication skills
- 6) Record keeping skills