

Assignment:

Interview an Entrepreneur

Please note the following:

- This is an individual assignment.
- It will take you approximately **4 hours** to complete this assignment.
- It will be wise to divide your time as:
 - 60 minutes to research
 - 60 minutes to interview
 - 60 minutes to compile your report
 - 60 minutes to finalize after discussions with your facilitator and classmates
- Ask your facilitator how and when to submit your assignment.

Learning Objectives:

Objectives of this assignment are to:

- Learn what is entrepreneurship?
- Understand who can become an entrepreneur and how to pursue entrepreneurship.
- Discover how an opportunity is identified in the real world.
- Discover how easy or difficult it is to approach and talk to strangers.

What do you need to do?

Interview one entrepreneur in your neighborhood or city. For example, they could be:

- Restaurant/Cafe Owner
- Roadside vendor
- Shop owners of a departmental store, bookstore, clothes retail, stationery shop, home appliances, car repair garage, second-hand car dealer, and junk dealer
- Professionals with innovative ideas

How will you go about this assignment?

Field Research

- Study businesses operating in your neighborhood.
- Shortlist three entrepreneurs for the interview. You have to interview one. Some people might refuse. In such a situation, interview the next entrepreneur you have shortlisted.

Interview Questions

Ask following questions:

- Why did you start a business? Why didn't you take up a job instead?
- How did you come up with the idea for this business?
- Who were the people who encouraged you and helped you shape your ideas?
- When did you start your business?
- What are your strengths that make you keep doing what you are doing?
- What's special about your product or service?
- Do you have plans to expand?

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Submission

You can submit your assignment, as instructed by your facilitator, in any of the following formats: handwritten on A4 sheet/typed and printed/soft copy. Write your observations under the following headings:

- Entrepreneur's Personality
- Entrepreneurial Idea:
 - Where did you go to interview the entrepreneur?
 - Did you like the product/service the entrepreneur offers?
- Interview Questions and Answers from the Entrepreneur:
 - Write the interview questions and the answers given by the entrepreneur.

How will you be evaluated?

You will receive a score out of 100 in this assignment. Please contact your facilitator for any further questions.