* **Entrepreneurship**

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a [small business](https://en.wikipedia.org/wiki/Small_business). The people who create these businesses are called entrepreneurs.

Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a [profit](https://en.wikipedia.org/wiki/Profit_(accounting))." While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a [start-up](https://en.wikipedia.org/wiki/Start-up_company), a significant proportion of start-up businesses have to close due to "lack of funding, bad business decisions, an economic crisis, lack of market demand, or a combination of all of these."

A broader definition of the term is sometimes used, especially in the field of [economics](https://en.wikipedia.org/wiki/Economics). In this usage, an Entrepreneur is an entity which has the ability to find and act upon opportunities to translate inventions or technologies into products and services: "The entrepreneur is able to recognize the commercial potential of the invention and organize the capital, talent, and other resources that turn an invention into a commercially viable innovation." In this sense, the term "Entrepreneurship" also captures innovative activities on the part of established firms, in addition to similar activities on the part of new businesses.

* **Meaning and Definition of an Entrepreneur**

Entrepreneur is a person who undertakes an enterprise. The process of creation is called entrepreneurship. An entrepreneur can be considered as a person who bears the risk of operating a business in the face of uncertainty about the future conditions. Who innovates and introduces something new in the economy Who shifts resources out of an area of lower and into an area of productivity and greater yield Who plays a critical role in economic development and an integral part of economic transformation. To conclude an entrepreneur can be considered as an agent who buys the four factors of production at certain prices in order to combine them into product with a view to selling it at uncertain prices in future. Entrepreneur is one who is endowed with more than average capacities in the task of organizing and coordinating the factors of production, i.e. land, labour capital and enterprises.

***Peter F. Drucker*** defines an entrepreneur as one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the basic tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or service.

**International Labour Organization (ILO)** defines entrepreneurs as those people who have the ability to see and evaluate business opportunities, together with the necessary resources to take advantage of them and to initiate appropriate action to ensure success.

* **Evolution of Concept**

The word „entrepreneur‟ is derived from French word „Entreprendre‟ which was used to designate an organizer of musical or other entertainments. It means „to undertake‟. The Frenchmen who organized and led military expeditions were referred to as “entrepreneurs”. Around 1700 A.D. the term was used for architects and contractor of public works. In many countries, the term entrepreneur is often associated with a person who starts his own new business. Business encompasses manufacturing, transport, trade and all other self employed vocation in the service sector.

Entrepreneurship has been considered as the propensity of mind to take calculated risk with confidence to achieve predetermined business objectives. According to oxford English dictionary in 1897 was defined as the director or manger of public musical institution who gets entertainment in the form of musical performance.

**16th century**: In 16th century it was applied to those who were engaged in military expeditions.

**17th century**: In 17th century it was extended to cover civil engineering activities such as construction and fortification. But it was Richard Cantillon, an Irishman living in France who first used the term entrepreneur to refer to economic activities. According to Cantillon “An entrepreneur is a person who buys factor services at certain prices with a view to selling its product at uncertain prices”.

**18th century**: In the beginning of the 18th century the word was used for economic aspects. In the way the evolution of the concept of entrepreneur can be considered to be over more than four centuries.

* **Functions of Entrepreneur**

Performs functions such as planning, organizing, managing, risk bearing and decision making.

**1. Planning of the project**: He is the organizer to conceive the idea of launching the project and to Program to structure of the business.

**2. Management**: The entrepreneur is also responsible for the management of business. He tries to have a least cost combination of factors of production.

**3. To Face Risks**: He faces uncertainly and bears risks in his business uncertainly comprising those risks against which it is not possible to insure. He also faces the risk of other producers may enter the market.

**4. Distribution of Rewards**: He is responsible of distributing the rewards to all factors of production. He pays the reward in the shape of rent, wage, and interest and bears the risk of profit or loss himself.

**5. Sale of Products**: An entrepreneur is also responsible of marketing, advertising. He wants to maximize his profits by selling his product in the market.

**6. Scale of Production**: He decided the scale of business in according with the provision of capital. Then, he takes the decision of what where and how to produce goods.

**7. Joint stock Organization**: In a partnership, the entrepreneurial functions are divided between the partners. But in public limited company, the board of directors takes this responsibility with nationalized enterprise; the entrepreneurial decisions are left to the government or a body to which government has delegated Its powers.

* **Characteristics of Entrepreneur**

Entrepreneur is a person of telescopic faculty drive and talent who perceives business opportunities and promptly seizes them for exploitation. Entrepreneur needs to possess competencies to perform entrepreneur activities. 21 traits successful entrepreneurs possess are:

1. **Passion**: Successful entrepreneurs are all passionate. They love what they do and everyone around them knows that. They have an inner glow when they talk about their business and they are not afraid to tell everyone and anyone just how bespoke their business really is.
2. **Goals**: Having a goal is paramount, otherwise we walk around in circles or at a slow pace in a particular direction that has no signage or known destination. Successful entrepreneurs set goals that most people would never dare to set. They are usually quite ambitious goals that push the entrepreneur to lift to a whole new level.
3. **Money**: Entrepreneurs know that money is king. Understanding your financial position and boundaries allows you as an entrepreneur to come up with creative solutions to ensure that your cash at banks helps you deliver on your goals.
4. **Customer-centric**: If you don't know your customer and are not 'in love with your customer' you are never going to be a successful entrepreneur. Successful entrepreneurs believe in the people that believe in them. They all know who their customer is, what they eat for dinner and how they like to make buying decisions. Importantly, they talk to their customers one-on-one.
5. **Image Conscious**: It's not what you wear, it's how you wear it. Successful entrepreneurs understand what image they are projecting to the world and manage it accordingly. They comb their hair in a particular fashion, and wear their trousers neatly dry cleaned. They think about what they say and how they say it. They deliver on their brand promise through a tight control on their image and how that promotes their brand at every touch point.
6. **Self-investment**: Successful entrepreneurs know that people need to evolve, grow and learn. Just by being yourself is not going to put you in the upper echelons of success. Investing in yourself and self-improvement whether it is to be a better leader, to have better intuition, improve public speaking capabilities or learn about other entrepreneurs and how they became successful - is all part of the parcel in becoming the most successful entrepreneur you can be.
7. **Wear less hats**: Work on the business, not in the business. A lesson I learnt years ago through a speaker at an Entrepreneurs Organisation event. If you are the HR Manager, the Accountant, the Sales Person, the Innovator and the Marketer - you are not going to be able to give your business the focus it needs to reach the levels you want to take it. By wearing less hats and outsourcing areas of the business that specialists can do, you will be more productive and more focused on achieving the end result.
8. **Be open to possibility**: In the 13 years that I have been an entrepreneur, I have come into contact with many globally successful entrepreneurs. A trait that they all have is the ability to be open to possibility and opportunity. To capitalise on a situation and make a decision there and then on their next steps. An ability to look past the obvious and see opportunities that perhaps others may not be able to see. Just by being open to possibility in every aspect of your life, and having the capability to change and adapt when needed - will put you leaps and bounds above other business people.
9. **Employees**: They make or break you. If you don't invest in your employees and make the hard decisions fast (like fire them when they are not working out), you will be left with a half-hearted business and some brand-killers on your payroll. Invest in your employees and take time out every single day to inspire them and encourage them to be better and to believe in your brand and your business goal.
10. **Self-discipline**: I know that looking at Facebook can be entertaining, but if you are wasting hours a day on it, you have no self-discipline. Successful entrepreneurs have self-discipline on every aspect of their lives from what they eat, to how they spend their leisure time and with whom. They don't waste time in the office procrastinating and instead utilise every minute of the day to achieve something. Rarely do you see a truly successful entrepreneur who doesn't have self-discipline.
11. **Willingness to fail**: Only recently did I realise that I was cautious on doing anything in business that could possibly fail. Only when I decided to take a risk and up-heave my entire life and business, (with a firm willingness to accept that failure is not a bad thing - but will only make me a stronger, more experienced entrepreneur) - did I really put myself on the path to reaching successful new heights in business.
12. **Strong work ethic**: I work long hours and do you know what - that's ok with me. No-one ever died having a strong work ethic but a lot of people have become very successful by having one. Things don't happen by themselves. People don't become successful without hard work.
13. **Strong leadership qualities**: Leaders are born, not made. However, by getting a business coach, reading up on traits of successful leaders and speaking to others that you think are strong leaders, you will get handy hints on areas you can improve on. If you think about every single successful person in the world - you will see that they are strong, substantial leaders.
14. **Competitiveness**: Successful entrepreneurs are competitive. They want to be the best and they don't want anyone else to be better than them. Simple.
15. **Socially-aware**: In 2012, even Obama is online. It's important that as a business person you are across what is happening in the world, and how people are now interacting. Whether it is having a LinkedIn account, being on Twitter, writing a blog or Facebook - you need to be socially aware. Social networks is the door to the world.
16. **Sacrifice**: Man, I have sacrificed a lot. I cannot begin to tell you how much I have sacrificed to be an entrepreneur in the position I am in today. Mainly for me, I have sacrificed my personal life and while I will not say that this is a good thing (it is not), I do know that all successful people have to make sacrifices along the way.
17. **Persistence**: Never give up dreaming. Never give up - full stop.
18. **Sales Ability**: Whether you are selling your product or service or perhaps yourself, you have to be able to sell. Hire a sales coach into your business to improve your sales capabilities.
19. **See the forest through the trees**: Need I say more?
20. **Innovators**: All successful entrepreneurs innovate. They come up with ideas. They challenge the status quo. They see things that others don't and make change before others realise change needs to occur. They show the rest of their competitors how it is done.
21. **Stress**: If you think you are going to be successful without having a little bit of stress - think again. You are dreaming! Successful entrepreneurs embrace it and learn to use it to their advantage. They also manage it and ensure that they put their health first.

* **Types of Entrepreneur**

There are Different Types of Entrepreneurs & so also the Important Classifications of Entrepreneurs. Some of the Important Classifications of Entrepreneurs & Different Types of Entrepreneur in each Classification are enumerated below:

**1. Classification of Entrepreneurs based on Functional Characteristics:**

**a. Innovative Entrepreneurs** : Such an Entrepreneur introduces New Goods / Products / Services or New Methods of Production or discovers New Markets or Reorganizes his Enterprise. Entrepreneurs in this Group are characterized by an aggressive collection of information for trying out Novel Combination of Factors. Such Entrepreneurs do well when a certain level of development is already achieved; they look forward to improve upon the Past.

**b. Imitative or Adoptive Entrepreneurs** : Such Entrepreneurs do not Innovate themselves, but Imitate or Copy Techniques & Technology innovated by other Innovative Entrepreneurs. They are characterized by their readiness to adopt Successful Innovations by other Entrepreneurs. They are particularly suitable for under Developed Regions as Adoption saves Costs of Trial & Error.

**c. Fabian Entrepreneur**: They display great caution & skepticism in experimenting with any change in their Enterprise. They adopt changes only when there is an imminent threat to the very Survival of their Enterprise.

**d. Drone Entrepreneur**: These Entrepreneurs are characterized by a Die – Hard Conservative Attitude. They do not easily seize opportunities to make changes in their production techniques or the Technology employed, even at the Cost of Low Returns on their Investments compared to other similar enterprises. Such entrepreneurs may even incur Huge Losses but they will not be ready to make Changes in their existing production techniques.

**2. Classification of Entrepreneurs on the Development Angle:**

**a. Prime Mover**: This Entrepreneur sets into Motion a Powerful Sequence of Development, Expansion & Diversification of Business.

**b. Manager**: Such an Entrepreneur does not initiate Expansion & is content just staying in Business.

**c. Minor Innovator**: He contributes to Economic Progress by finding better use for Existing Resources.

**d. Satellite**: The Entrepreneur assumes a Supplier’s Role & slowly moves towards a Productive Enterprise.

**e. Local Trading**: Such an Entrepreneur limits his enterprise to the Local Market.

**3. Classification of Entrepreneurs based on Types of Business:**

**a. Manufacturing**: Entrepreneur is involved in Production of Value Added Goods by using Various Inputs – Raw Materials, Consumables, Labor, Power & Other utilities. Goods can be a Variety of Products like Castings, Forgings, Soaps, Detergents, Various chemicals, Textiles, Plastic Components, Footwear, School Bags, Electronic & Electrical Items, Computer Related Products etc.

**b. Wholesaling** : An Entrepreneur with such a Business sells Products to the Middle Men or Retailers.

**c. Retailing**: An Entrepreneur with such a Business sells Products directly to the Consumers or End Users.

**d. Service**: An Entrepreneur in this Business sells Services & not the Products.

**4. Classification of Entrepreneurs as per the Behavioral Scientists:**

**a. Solo Operators**: Such Entrepreneurs usually Work alone & if needed at all, employ a few employees to assist. Most of the Entrepreneurs begin their Entrepreneurial Career in this fashion.

**b. Active Partners**: These Entrepreneurs start their enterprise in Partnership. All the Partners actively participate in the Operation of the Enterprise. Entrepreneurs who only contribute funds to the enterprise but do not actively involve in Business Activity are called simply “Partners”.

**c. Inventors**: Such Entrepreneurs with their Competence & Inventive Nature Invent New Products. Their Basic Interest lies in Research & Innovative Activities.

**d. Challengers**: Such Entrepreneurs plunge into Business because of the Challenges it presents. When One Challenge is satisfied, they will be on the lookout for New Challenges.

**e. Buyers**: Such Entrepreneurs do not wish to bear much Risk. Hence, in order to reduce Risk involved in establishing a New Enterprise, they wish to buy an Ongoing One.

**f. Life Timers**: Such Entrepreneurs take Business as an Integral Part of their Life. Usually, the Family Enterprise & Businesses which call for Personal Skills fall in this Category of Entrepreneurs.

**5. Classification of Entrepreneurs as per technology:**

**a. Technical**: Concentrates more on production than through sales and marketing through the demonstration of his innovative abilities in matter of production of goods and rendering of services and skills in production techniques.

**b. Non-technical**: Not concerned with technical aspects of the product and are concerned only with the alternative distribution and marketing strategies to promote their business.

**6. Classification of Entrepreneurs as per Growth:**

**a. Growth**: Are those entrepreneurs who take a high growth industry which has substantial growth prospectus.

**b. Super growth entrepreneurs**: Are those who have shown enormous growth of performance in their venture and Identified by liquidity of funds, profitability and gearing.

**7. Classification of Entrepreneurs as per stages of development:**

**a. First generation**: One who starts an industrial unit by his innovative skill who essentially an innovator who combines different technologies to produce a marketable product or service.

**b. Modern**: Undertaking those ventures which suit to the changing and current demands in the market.

**c. Classical**: Is one who is concerned with the customers an marketing needs through the development of a self-supporting venture and is a stereotype entrepreneur whose aim is to maximize the his returns at a consistent level with the survival of the firm.

**8. Classification of Entrepreneurs According to the area**

**a. Urban**: urban entrepreneurship has got better facilities but might be trying to sell something which people might need and didn't realize or hadn't asked for. So the urban entrepreneur has to find the unmet need first.

**b. Rural**: Focus on finding the ways to solve the problem but not with identifying the problem. Because in rural setup there are so many clear unmet needs which are clearly visible opportunities to exploit. The only problem is how to exploit. All the entrepreneurs need to do is to be able to solve the problem with the Technical or Managerial abilities that they are holding by themselves or with the team.

**9. Classification of Entrepreneurs According to the gender:**

**a. Men**: They are males which are generally task oriented managers willing to take financial risks.

**b. Women**: They are females focused on making social contribution and maintaining good relationships with employees.

**10. Classification of Entrepreneurs According to the sale of operation**

**a. Small**: They handle small-sized business with limited capex and relatively lower annual revenue.

**b. Medium**: They handle medium-sized business with moderate capex and relatively average annual revenue.

**c. Large**: They handle large-sized business with huge capex and relatively greater annual revenue.

* **Business Entrepreneur**

A business entrepreneur is any individual who starts and operates a business while assuming the risks associated with any such venture (e.g., using one's own collateral in exchange for start-up financing from a lending institution). Entrepreneurship over the last thirty years has often been associated with the computer industry, as the development of early generation desktops by Andy Kay, whose Non-Linear Systems company introduced the Kaypro desktop computer, Adam Osborne, whose self-named desktop was the first home desktop on the market, and, on a far grander scale, Steve Jobs and Steve Wozniak, who developed the Apple computer, revolutionized the data processing and information industries.

While the titans of the desktop computer industry have been the most prominent to adorn the label of "entrepreneur," the moniker can be applied to many other types of businesses. One of the most important entrepreneurs in American history was Henry Ford, who revolutionized the transportation industry and American society through the development of the means of mass producing cars at a reasonably economical level. While one can certainly take issue with Ford's treatment of his labor force in the early years of the Ford Motor Company, and one can *definitely* take issue with Ford's sympathies with respect to the rise of Nazi Germany (he was a supporter of Adolf Hitler's theories on race and of the German dictator's broader societal policies), there is no question that Ford was a great entrepreneur.

Entrepreneurship exists in virtually every sector of economic activity. It is difficult to suggest that there is one specific field of endeavour in which it is most prominent. An argument can, however, be made for the information technology sector.

* **Mukesh Dhirubhai Ambani – A Business Entrepreneur**

**Mukesh Dhirubhai Ambani** (born 19 April 1957) is an Indian [business magnate](https://en.wikipedia.org/wiki/Business_magnate), the chairman, managing director, and largest shareholder of [Reliance Industries Limited](https://en.wikipedia.org/wiki/Reliance_Industries_Limited) (RIL), a [Fortune Global 500](https://en.wikipedia.org/wiki/Fortune_Global_500) company and India's most valuable company by its [market value](https://en.wikipedia.org/wiki/Market_value). According to [Forbes magazine](https://en.wikipedia.org/wiki/Forbes_magazine), he is the richest man in [Asia](https://en.wikipedia.org/wiki/Asia) and the 13th richest person in the world as of March 2019.

**Early Life:** Mukesh Dhirubhai Ambani was born on 19 April 1957 to Dhirubhai Ambani and Kokilaben Ambani in Aden, [Yemen](https://en.wikipedia.org/wiki/Yemen). He has a younger brother [Anil Ambani](https://en.wikipedia.org/wiki/Anil_Ambani) and two sisters, Nina Bhadrashyam Kothari and Dipti Dattaraj Salgaocar.

Ambani lived only briefly in Yemen because his father decided to move back to India in 1958, to start a trading business that focused on spices and textiles. The latter was originally named "Vimal" but later changed to "Only Vimal." His family lived in a modest two-bedroom apartment in [Bhuleshwar](https://en.wikipedia.org/wiki/Bhuleshwar" \o "Bhuleshwar), [Mumbai](https://en.wikipedia.org/wiki/Mumbai) until the 1970s. The family's financial status slightly improved when they moved to India but Ambani still lived in a communal society, used public transportation, and never received an allowance. Dhirubhai later purchased a 14-floor apartment block called 'Sea Wind' in [Colaba](https://en.wikipedia.org/wiki/Colaba" \o "Colaba), where, until recently, Ambani and his brother lived with their families on different floors.

Growing up Ambani played football and hockey, enjoyed annual trips to villages, and explored the different areas of Bombay. His father cared little about Ambani's grades, but more so about his all-around performance.

**Education:** Ambani attended the [Hill Grange High School](https://en.wikipedia.org/wiki/Hill_Grange_High_School) at [Peddar Road](https://en.wikipedia.org/wiki/Peddar_Road" \o "Peddar Road), Mumbai, along with his brother and [Anand Jain](https://en.wikipedia.org/wiki/Anand_Jain), who later became his close associate. He received a BE degree in [Chemical Engineering](https://en.wikipedia.org/wiki/Chemical_Engineering) from the [Institute of Chemical Technology](https://en.wikipedia.org/wiki/Institute_of_Chemical_Technology)(UDCT), [Matunga](https://en.wikipedia.org/wiki/Matunga). Ambani later enrolled for an [MBA](https://en.wikipedia.org/wiki/MBA) at [Stanford University](https://en.wikipedia.org/wiki/Stanford_University) but withdrew in 1980 to help his father build Reliance, which at the time was still a small but fast-growing enterprise. Dhirubhai believed that real life skills were harnessed through experiences and not by sitting in a classroom, so he called Ambani back to India from Stanford to take command of a yarn manufacturing project in his company. He has been quoted as saying that he was influenced by his professors [William F. Sharpe](https://en.wikipedia.org/wiki/William_F._Sharpe) and [Man Mohan Sharma](https://en.wikipedia.org/wiki/Man_Mohan_Sharma) because they are "the kinds of professors who made you think out of the box.”

**Career:** In 1981 he started to help his father Dhirubhai Ambani run their family business, Reliance Industries Limited. By this time, it has already expanded so that it also deals in refining and [petrochemicals](https://en.wikipedia.org/wiki/Petrochemical). The business also included products and services in retail and telecommunications industries. [Reliance Retail](https://en.wikipedia.org/wiki/Reliance_Retail) Ltd., another subsidiary, is also the largest [retailer](https://en.wikipedia.org/wiki/Retailer) in India. Reliance's [Jio](https://en.wikipedia.org/wiki/Jio" \o "Jio) has earned a top-five spot in the country's telecommunication services since its public launch on 5 September 2016.

As of 2016, Ambani was ranked 38 and has consistently held the title of India's richest person on Forbes magazine's list for the past ten years. He is the only Indian businessman on [Forbes](https://en.wikipedia.org/wiki/Forbes)' list of the world's most powerful people. As of January 2018, Mukesh Ambani was ranked by Forbes as the 18th-wealthiest person in the world. He surpassed [Jack Ma](https://en.wikipedia.org/wiki/Jack_Ma), executive chairman of Alibaba Group, to become Asia's richest person with a net worth of $44.3 billion in July 2018. He is also the wealthiest person in the world outside North America and Europe. As of 2015, Ambani ranked fifth among India's philanthropists, according to China's Hurun Research Institute. He was appointed as a Director of [Bank of America](https://en.wikipedia.org/wiki/Bank_of_America) and became the first non-American to be on its board.

Through Reliance, he also owns the [Indian Premier League](https://en.wikipedia.org/wiki/Indian_Premier_League) franchise [Mumbai Indians](https://en.wikipedia.org/wiki/Mumbai_Indians) and is the founder of [Indian Super League](https://en.wikipedia.org/wiki/Indian_Super_League), a football league in India. In 2012, Forbes named him one of the richest sports owners in the world. He resides at the [Antilia Building](https://en.wikipedia.org/wiki/Antilia_(building)" \o "Antilia (building)), one of the world's most expensive private residences with its value reaching $1 billion.