**How important is innovation and enterprise to today’s businesses?**

Introduction

Success in the ever evolving corporate environment of today depends on innovation and enterprise. Innovation propels the development of fresh concepts and goods, enabling companies to adapt to shifting consumer needs and market conditions. Enterprise makes sure that these innovations are used successfully, which helps companies stay competitive in a world that is becoming more globalised and technologically advanced.   
  
This paper explores the vital role that enterprise and innovation play in contemporary business. It demonstrates how companies may employ these components to spur growth, remain relevant, and accomplish strategic goals through case studies and real-world examples from the sector. In addition, it discusses obstacles to innovation and offers guidance on fostering an environment that rewards risk-taking and creativity.   
  
  
Comprehending the significance of innovation and enterprise is imperative for any establishment aiming to thrive in the current dynamic business environment.

Innovation

Under this section you need to have **3 paragraphs** – each paragraph relating to the method of **innovation** which has led and influenced the success of Thorpe Park.

*For example one paragraph could state… (DON’T COPY THIS IS JUST AN EXAMPLE)*

One of the methods of innovation which has led and influences the success of Thorpe Park is the success that the business has had in **exploiting new ideas**. It has made Thorpe Park more successful because…One advantage of this is…Another advantage of this is…One disadvantage of this is…Another disadvantage is…My recommendation is that Thorpe park should continue to do this because…

Enterprise

Under this section you need to have **3 paragraphs** – each paragraph relating to the method of **enterprise** which has led and influenced the success of Thorpe Park.

*For example one paragraph could state… (DON’T COPY THIS IS JUST AN EXAMPLE)*

One of the methods of enterprise which has led and influences the success of Thorpe Park is the success that the business has had in using **blue sky thinking**. It has made Thorpe Park more successful because…One advantage of this is…Another advantage of this is…One disadvantage of this is…Another disadvantage is… My recommendation is that Thorpe park should continue to do this because…

Conclusion

Small concluding paragraph summing up what has been said