# ASSIGNMENT BRIEF AND FEEDBACK FORM

**109-678**

STUDENT No.

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LECTURER:

**Entrepreneurship**

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ASSIGNMENT BRIEF

Analyse the creative process exhaustively with practical examples

STUDENT INSTRUCTIONS

1. This form must be attached to the front of your assignment.
2. The assignment must be handed in without fail by submission date (see assessment schedule for your course)
3. Ensure that submission date is date stamped by the reception stuff when you hand it in.
4. Late submission will not be entertained unless with prior agreement with the tutor.
5. All assessable assignments must be word processed.

**The Creative Process**

**Introduction**

Creativity is the cornerstone of entrepreneurship and innovation. It refers to the ability to generate new and useful ideas, solve problems uniquely, and turn imagination into reality. The creative process is not a single act but a structured cycle through which ideas are conceived, refined, and implemented. Understanding this process helps entrepreneurs develop innovative solutions and gain a competitive advantage.

This paper analyses the creative process exhaustively, highlighting key stages and providing practical examples from business and daily life.

**1. Preparation**

This is the stage where an individual gathers knowledge, experiences, and resources necessary for creative thinking. It involves research, observation, and immersion in the problem.

* **Example 1:** Elon Musk’s preparation for Tesla involved studying both electrical engineering and business, giving him the foundation to innovate in the electric car industry.
* **Example 2:** A Zambian entrepreneur developing organic cosmetics may research local herbs, customer preferences, and existing products before starting production.
* **Example 3:** Book World Zambia prepared by studying reading culture and supply chain logistics before expanding into e-commerce book sales.

**2. Incubation**

In this stage, the mind subconsciously works on the problem. The person takes a step back, allowing ideas to develop naturally.

* **Example 1:** Albert Einstein once mentioned that his breakthroughs often came when he was relaxing, not when he was working directly on a problem.
* **Example 2:** An entrepreneur might brainstorm ideas for a restaurant but then step away, only for a creative concept (e.g., a farm-to-table café) to emerge while on a walk.
* **Example 2:** A Zambian fashion designer may brainstorm how to merge traditional **chi tenge** with modern styles, then later get inspired during a cultural event

**3. Illumination (Insight)**

This is the “Eureka!” moment when the idea or solution suddenly becomes clear.

* **Example 1:** Alexander Graham Bell conceived the idea of transmitting sound electronically (telephone) during this stage.
* **Example 2:** A Zambian farmer struggling with post-harvest losses might suddenly realize that solar dryers could preserve crops efficiently.
* **Example 2:** A Zambian entrepreneur suddenly decides to launch a mobile money kiosk in rural areas after noticing villagers travel long distances for financial services.

**4. Evaluation**

At this point, the idea is tested for feasibility, practicality, and value. The creator asks: Is this idea realistic? Will it solve the problem effectively*?*

* **Example 1:** Steve Jobs evaluated whether the graphical user interface (GUI) was viable before implementing it in Apple computers.
* **Example 2:** An entrepreneur in Lusaka may evaluate whether a food delivery service can succeed given customer demand and logistical challenges. Like YANGO DELL and Hungry Lion, they conducted some evaluations before coming into practices of delivering food to their customers.
* **Example 2:** A farmer in Eastern Province evaluates whether exporting groundnuts to the DRC is sustainable after considering transport costs and demand.

**5. Implementation**

Finally, the idea is executed and turned into reality. This requires resources, risk-taking, and perseverance.

* **Example 1:** Mark Zuckerberg implemented his idea by creating Facebook, which began as a small student project.
* **Example 2:** A Zambian innovator may launch an e-commerce platform like Zed-Mart to connect local farmers directly with urban consumers.
* **Example 3:** YANGO DELL and Hungry Lion they implemented the delivery of food to their customers by developing YANGO for delivery and transportation.

**The Role of the Creative Process in Entrepreneurship**

* Encourages innovation and competitiveness
* Helps solve complex problems in unique ways
* Contributes to business growth and sustainability
* Fosters adaptability in a rapidly changing environment

**Conclusion**

The creative process is a deliberate and structured pathway that transforms ideas into practical innovations through the stages of preparation, incubation, illumination, evaluation, and implementation. For entrepreneurs, especially in Zambia, mastering this process is critical for addressing unique social and economic challenges. From innovations such as mobile money kiosks and solar-powered solutions to platforms like Yango delivery and Zed-Mart, the Zambian context demonstrates that creativity is not confined to global giants like Tesla or Facebook but is equally powerful locally. By embracing the creative process, entrepreneurs are able to generate competitive solutions, improve livelihoods, and contribute to national development. Ultimately, creativity stands as the bridge between imagination and tangible impact, empowering entrepreneurs to shape sustainable futures both in Zambia and beyond.

**References**

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