

The word "ENTREPRENEUR" is written in a large, black, serif font. To the left of the word is a stylized, light gray cloud. Above the word is another stylized, light gray cloud.

ENTREPRENEUR



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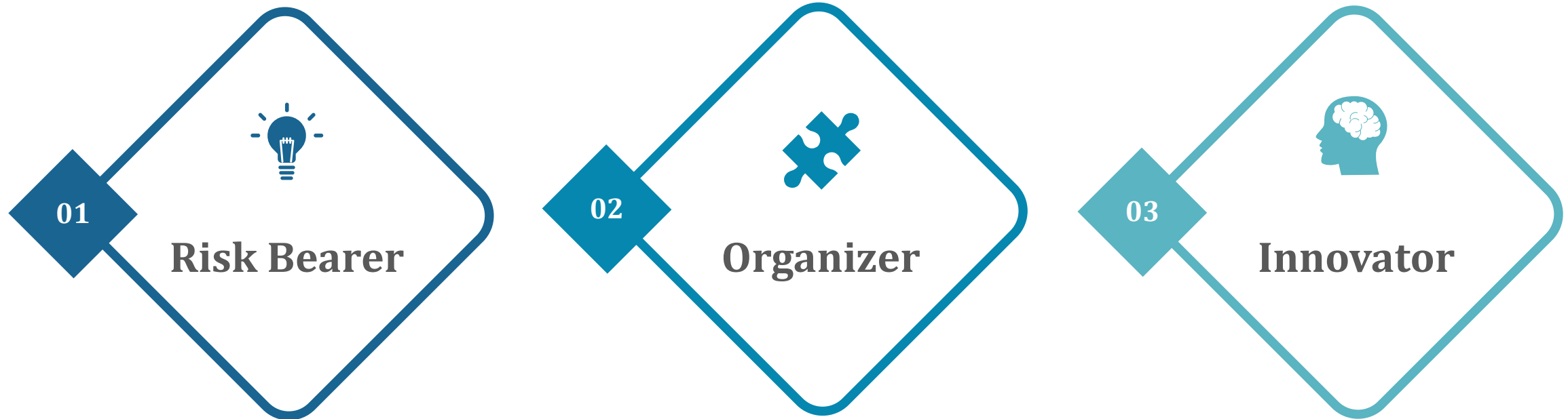
- Definition of Entrepreneur
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Who is an Entrepreneur?

One who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying and assembling the necessary resources to capitalize on them.



Concept of Entrepreneur



Characteristics of Entrepreneur

- Desire for responsibility
- Preference for moderate risk
- Confidence in their ability to succeed
- Desire for immediate feedback
- High level of energy
- Future orientation
- Skilled at organizing
- Value achievement over money



Functions of Entrepreneur



Innovation



Risk Taking



Organization
Building



Absorb
Uncertainty

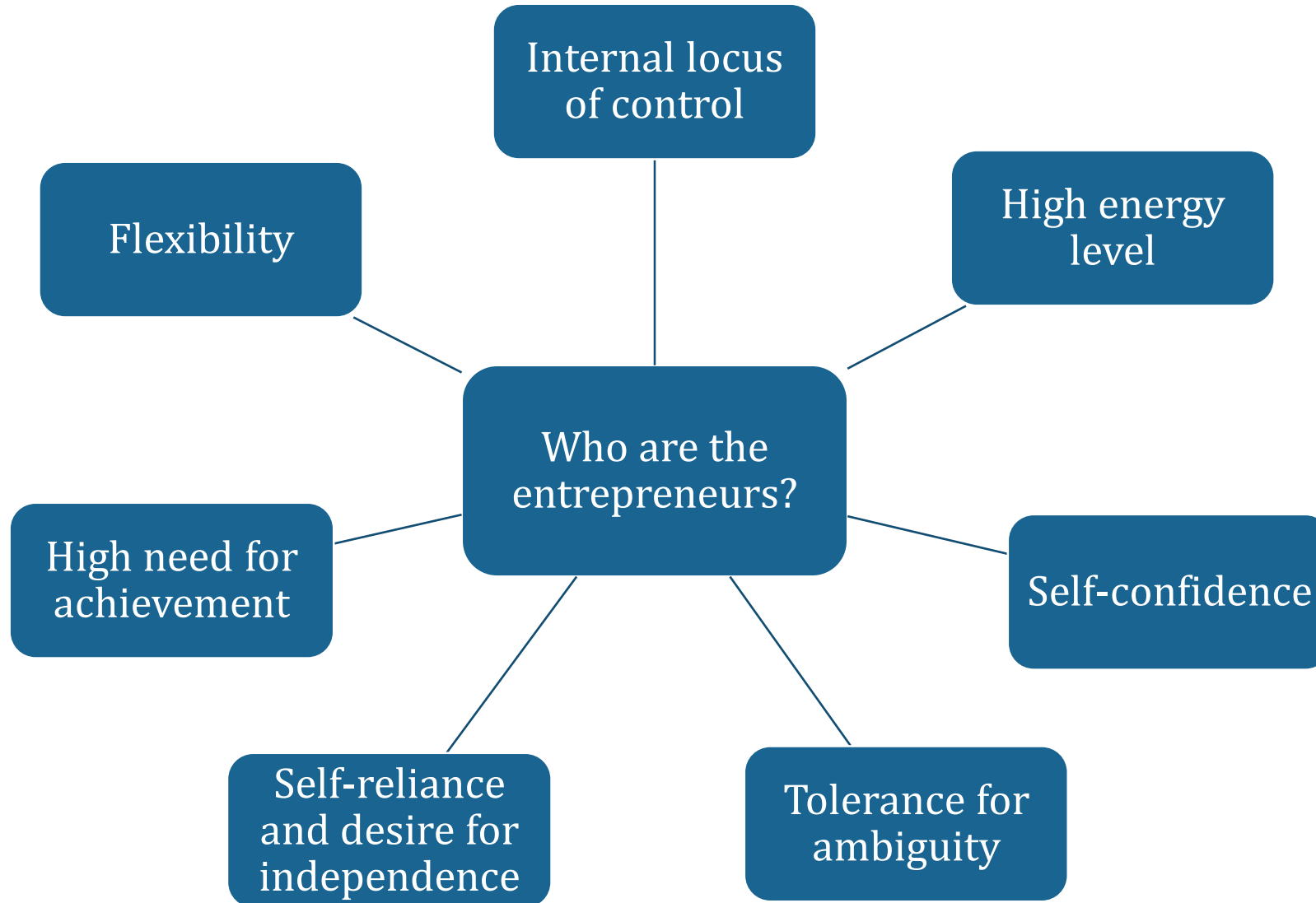


Frame the
Challenge



Build
Commitment

Personal Traits and Characteristics of Entrepreneurs



Factors Responsible for Entrepreneurs

Internal Factors

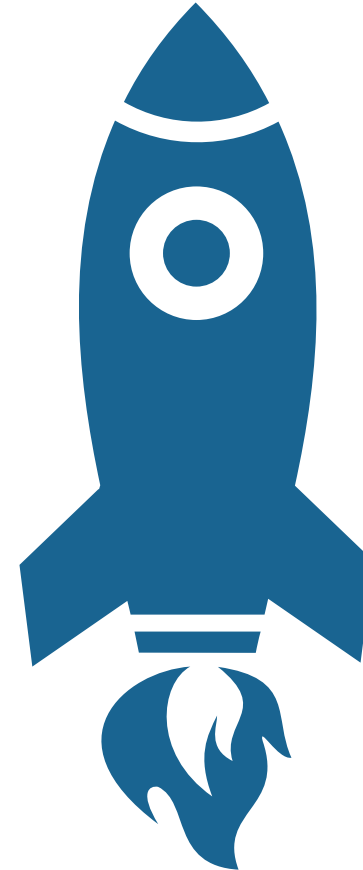
- Desire to do something new
- Educational Background
- Experience

External Factors

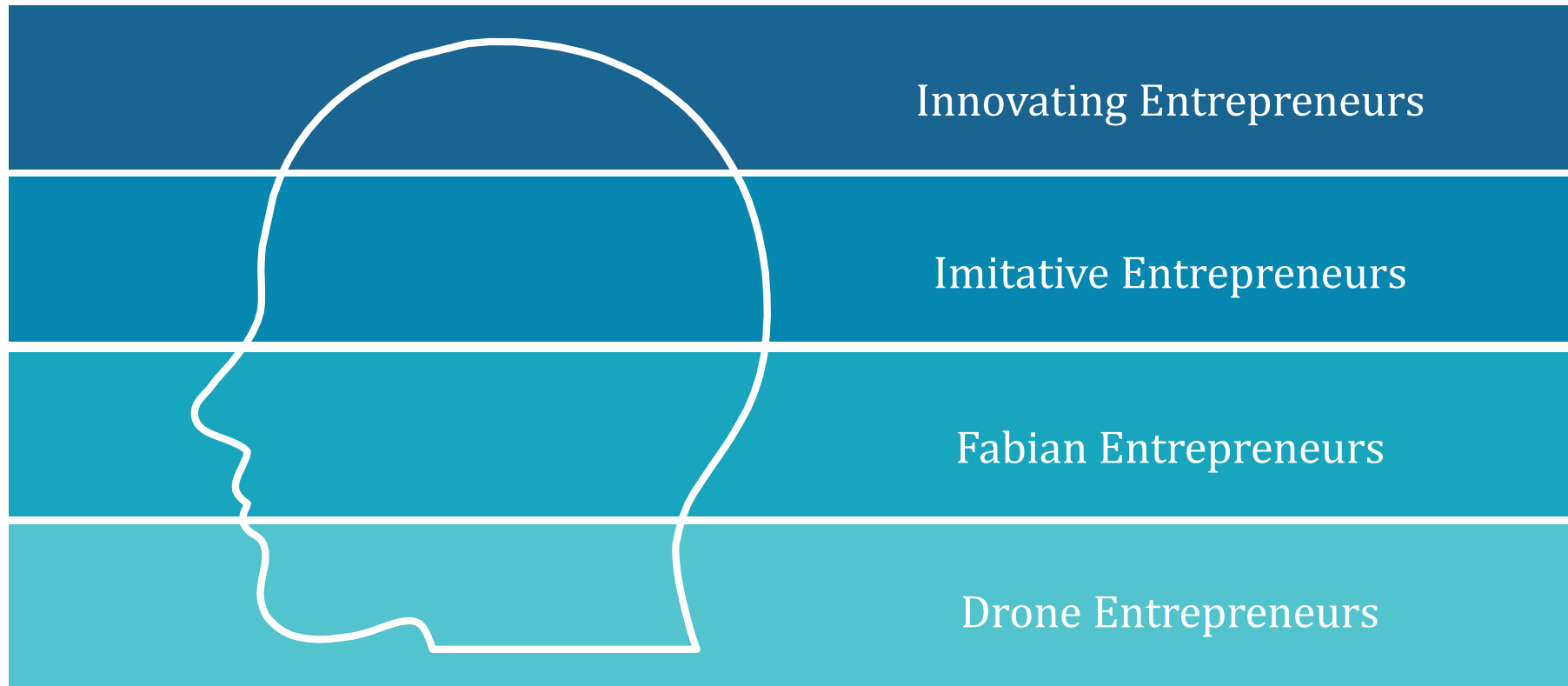
- Govt. assistance and support
- Availability of labour and raw material
- Encouragement from big business houses
- Promising demand for the product

Types of Entrepreneur

- According to the type of business
- According to the use of technology
- According to the motivation
- According to the growth
- According to the area
- According to the gender & age
- According to the sale of operation



Classification of Entrepreneurship



Theories of Entrepreneurship

Economic

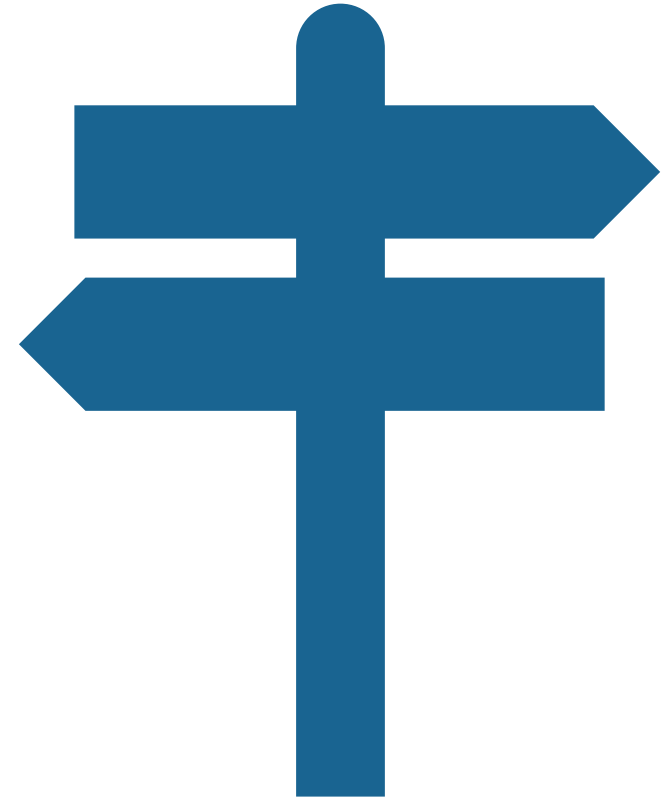
Psychological



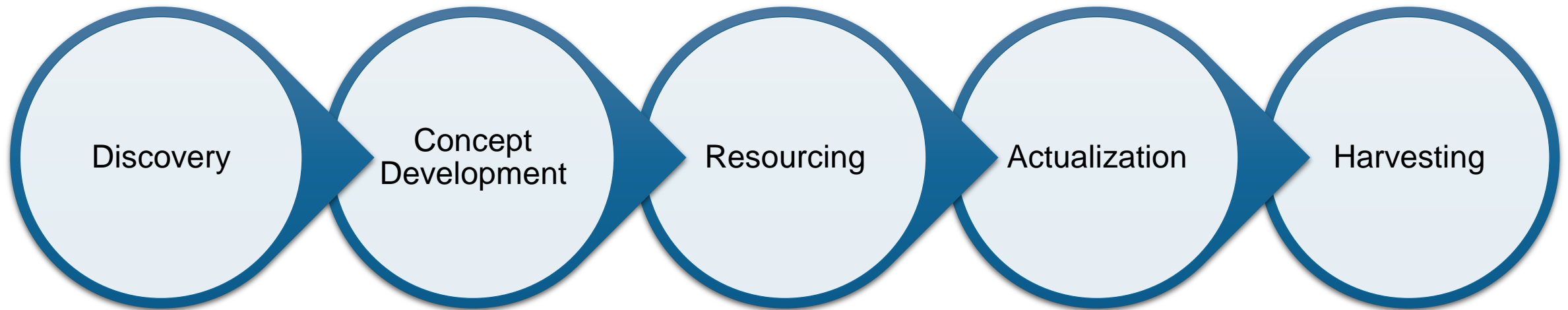
Sociological

Barriers to Entrepreneurship

- Lack of viable concept
- Lack of market knowledge
- Lack of technical skills
- Lack of capital
- Lack of business know how
- Time presences and distractions
- Legal constraints and regulations



Steps in the Entrepreneurial Process





THANK YOU