

# Development angle

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## Prime mover

This entrepreneur sets into motion a powerful sequence of development, expansion and diversification of business.

## Manager

Does not initiate expansion and is content just staying in business.

## Minor innovator

He contributes to economic progress by finding better uses of existing resources.

## Satellite

In supplier role, and slowly moves towards a productive enterprise.

## Based on type of business



- Manufacturing : entrepreneurs involved in production of value added goods. Business entrepreneurs conceive a new product or services leading to a new business. Industrial entrepreneur is generally identifies the potential needs of the customer and tailors the product or services as per market demands, corporate entrepreneur is skilled in organizing and managing corporate undertaking.
- Wholesaling: an entrepreneur with such business sells products to the middleman and retailers.
- Retailing : an entrepreneur with such business sells products directly to consumers or end users.
- Service : an entrepreneur in this business sells service not products.

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## According to area

- Urban entrepreneur.
- Rural entrepreneur.

## As per behavioral scientists

- Solo operators : such entrepreneurs usually work alone and if needed at all, employ a few employees to assist.
- Active partners: these entrepreneurs start their enterprise in partnership. All the partners actively participate in the operation of the enterprise.
- Inventors: such entrepreneurs with their competence and inventive nature, invent new products. Their basic interest is in R & D.
- Challengers : When one challenge is satisfied, they will be on the look out for new challenges.
- Buyers: in order to reduce risk involved in establishing new business, they wish to buy an ongoing one.