

Entrepreneurship

Concept of Entrepreneurship

Various views about an 'Entrepreneur':

- as a risk bearer
- as an organizer
- as an innovator

Entrepreneurship is related to:

- coordination, innovation and performance of the entrepreneur.
- a system of creating new business.
- referred to the various activities, done for the establishment and operation of an enterprise.

Definition of Entrepreneurship

- "Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services"

-A.H.Cole

- "Entrepreneurship is based on purposeful and systematic innovation. It included not only the independent businessman but also company directors and managers who actually carry out innovative functions."

- Joseph A. Schumpeter

Definition of Entrepreneurs

- "Entrepreneurs are people who have the abilities to see and evaluate business opportunities, together with the necessary resources to take advantage of them and to ensure appropriate action to ensure success."

- International Labour Organization

- "An entrepreneur is a person who starts a new venture, taking the initiative and risk associated with it and does so by creating something new to provide value to customers."

- David Holt

Entrepreneurial Traits

- Innovation
 - Risk-Bearing
 - Passion for the business
 - Execution Intelligence
 - Achievement motivated
 - Alert to opportunities
 - Optimistic disposition
 - Creative
 - Responsive to criticism
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- Self-confident & Self-starter
 - Energetic.
 - Has a strong work ethic
 - Tolerant of ambiguity
 - Is a networker

Entrepreneurs v/s Managers v/s Intrapreneurs

- **Entrepreneur** refers to a person who creates an enterprise, by taking financial risk in order to get profit.
- **Manager** is an individual who takes the responsibility of controlling and administering the organization.
- An **Intrapreneur** is someone within a company that takes risks in an effort to solve a given problem and is usually is in charge of undertaking innovations in product, service, process etc.

Steps in the Entrepreneurial Process

Once the decision to become an entrepreneur is taken, the entrepreneurial process begins.

The 5 stages of entrepreneurial process are:

1. Discovery
2. Concept Development
3. Resourcing
4. Actualization
5. Harvesting



1. **Discovery:** The stage in which the entrepreneur generates ideas, recognizes opportunities, and studies the market.

2. **Concept Development:** Develop a business plan: a detailed proposal describing the business idea.

3. **Resourcing:** The stage in which the entrepreneur identifies and acquires the financial, human, and capital resources needed for the venture startup, etc.

4. **Actualization:** The stage in which the entrepreneur operates the business and utilizes resources to achieve its goals/objectives.

5. **Harvesting:** The stage in which the entrepreneur decides on business's future growth/development, or demise.