

Department of Electrical Engineering

Assignment

Date: 14/04/2020

Course Details

Course Title: Entrepreneurship

Module: 6th

Instructor: --

Total Marks: 30

Student Details

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Q1.	(a)	Explain in your own words what are the main entrepreneur characteristics?	Marks 5
			CLO 1
	(b)	Describe how entrepreneurial resources can create generation of a new entry opportunity?	Marks 5
			CLO 1
Q2.	(a)	“Benefits of Entrepreneurship” discuss and explain its different factors by giving examples for every factor from everyday real life.	Marks 5
			CLO 1
	(b)	“Entrepreneur Vs. Inventor” what is the difference between them? Write “Venture Profile” of a typical entrepreneur in your own words (min 200 words).	Marks 5
			CLO 1
Q3.	(a)	Draw a block diagram for Entrepreneurial entry strategy and explain all the blocks by writing at least six lines with examples for each box.	Marks 5
			CLO 1
	(b)	Discuss with examples Product Planning and Development Process.	Marks 5
			CLO 1

Question # 01

Part : (A)

Answer :-

Entrepreneur :- A person who creates and manages change by the recognition of opportunities and develops people and manages resources to take advantage of the opportunities and creates a venture.

Characteristics of Entrepreneur

① **Education** :- Entrepreneurial education provides individual with the ability to recognize commercial opportunity, self-esteem, knowledge and skills to act on them.

② **Age** :- It founds that people who expressed the intention of becoming entrepreneurs at the age of sixteen.

were infect more likely to start a business as compared to start a business at an older age.

③ **Past work experience:-** when you focus on the skills and experiences that you have you will be able to assign needed role and build your business based on that skills which you possess.

④ **Role model and support system:-** Role model can also serve in a supportive capacity as a mentors during and after the new venture is launched. This support system is most important during the early stage of

⑤ **Moral support network:-** It is important to establish a moral support network of family and friends.

Most entrepreneurs indicates that their spouse are their biggest supportor.

⑥ Professional support network:-

It is very important that to build a relationship and trust, not just swapping business cards. It is to increase other trust in you and your trust in other.



Question #1

Part (B)

Answer:-

Generation of new entry

opportunity:- Understanding where sustainable competitive advantage comes from will provide some insight into how entrepreneurs provide and can generate new entries.

Entrepreneurial resources:-

It combines the resources in such a way as this bundle of resources provides a firm its capacity to achieve superior performance. For example, a high skilled work force will be useless if the organization's culture does not support them.

Resources must be;

- ① Valuable: offer valuable product to customer
- ② Rare: Possessed by few
- ③ Inimitable: Costly for the potential competitors
- ④ Market knowledge: - possession of information and skills that provide insight into a market and its customer.

Assessing the attractiveness of new entry opportunity:-

The entrepreneur needs to know whether it is in fact valuable, rare and inimitable by assessing whether the new

Q#2

Part (A)

Answer:-

The benefits of entrepreneurship

① Opportunity to create your own destiny:-

Owning a business provides and entrepreneur the independence and the opportunity to achieve what is important to them.

② Opportunity to make difference
More and more entrepreneurs are starting business because they see this as an opportunity to make a difference in a root.

③ Opportunity to reach your full potential:-

Many people find their work not challenging and not exciting. For entrepreneur there is a little difference between work and play.

- ④ Opportunity to reap extra ordinary profit:-

The profit earned by entrepreneurs are an important motivation and indication factor for further increase performance. Thus these could spur them to great achievement and success.

- ⑤ Sociatal responsibility and recognition:-

Small business owners are among the most admired, respected and trusted individual of society. Customer have shown their trust and faithfullness over their years for their business.

- ⑥ Opportunity to engage their in work of their choice:-

Small business owners tends to engage in business that gives them personal satisfactions. Most of all the work they engage in help to benefit the community, society and the nation.

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product are sufficiently attractive.

Information on new entry:-

The prior market and technological knowledge used to create the potential new entry can also be of benefit in assessing the attractiveness of a particular opportunity.

Window of opportunity:-

The period of time when the environment is favorable for entrepreneurs to exploit new entry.

Comfort with making a decision under certainty:-

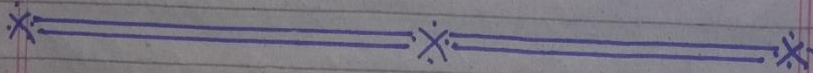
The trade off between more information and the likelihood that the window of opportunity will close provides a dilemma for entrepreneurs.

⑥ Error of commission:- It occurs from the decision to pursue this new entry opportunity only to find out later that

The entrepreneur had over estimated his ability to create customer demand.

② Error of omission:- It occurs from the decision not to act on the new entry opportunity only to find out later that the entrepreneur had under estimated his ability to create customer demand.

③ Decision to exploit or not to exploit the new entry
The new entry attractiveness determines whether the entrepreneur believes he can make the proposed new entry work.

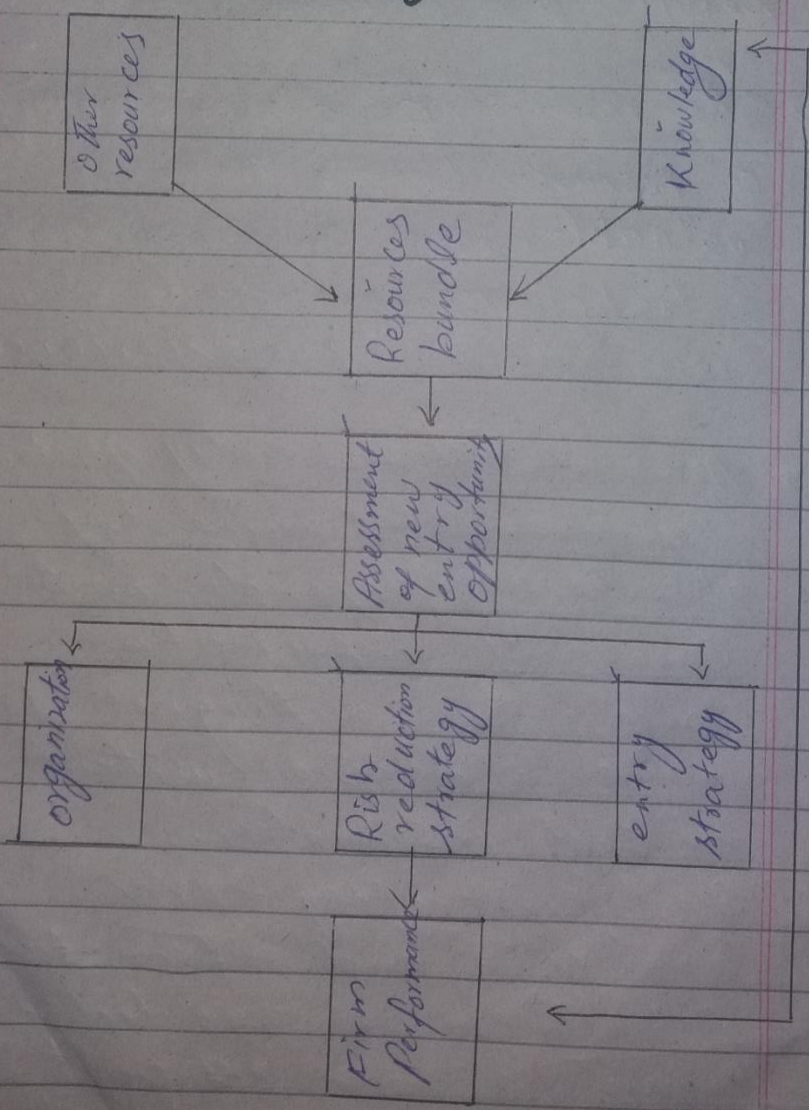


Q#3

Part (A)

Answer:-

Block diagram for entrepreneurial entry strategy:-



① Knowledge:- Knowledge can also improve staff productivity hence knowledge is a vital to any organization because it empowers entrepreneurs to take informed decisions, improves services and increase profitability.

② ~~Other~~ resources bundles:- creating a resource bundle that is valuable, rare and inimitable entrepreneurs needs to draw from their unique experiences.

③ Assessment of new entry opportunity
Attractiveness of new entry opportunity depends on the level of information and the willingness to make a decision without perfect information.

④ Entry strategy:- prior knowledge and information search more knowledge insures a more efficient search process. search time

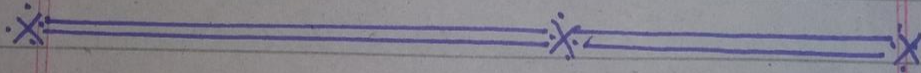
includes time and money.

⑤ Risk reduction strategy:-
When the risks competition is great and market uncertainty are minimal a narrow scope strategy is more effective at reducing risk.

⑥ Organization:- Organization is very important for new entrepreneur strategy. Without an organization an entrepreneur is unable to go to market and get a success without this.

⑦ Other resources:- In other resources entrepreneurs combine the resources into such a different way as this bundle of resources provides a firm its capacity to achieve superior performance.

- ⑧ Firm Performance:- Firm Performance is also very important for entrepreneurs new strategy like the other properties. For example, if you have a bundle of workers but they do not perform a proper work in an organization then it will be useless.



Q # 3

Part (B)

Answer:-

Product Planning and development process :-

Criteria should be :-

All inclusive and quantitative to screen the product carefully. E

Established to evaluate the new idea in terms of:

① Market Opportunity:-

① Need for the product idea must exist.

② Characteristics and attitudes of consumers that might the product, size and nature of market.

③ Share of that market that product could capture.

② Competition:-

① Competing producers, prices and marketing policies should be evaluated.

② product should be able to

compete successfully with products already on the market by having features that will meet or overcome current competition.

③ Marketing system:-

① Firm should be able to use its marketing experience and expertise in this new product effort.

② Example: GE would have less difficult time adding a new kitchen appliance to its line than P & G.

④ Financial factors:-

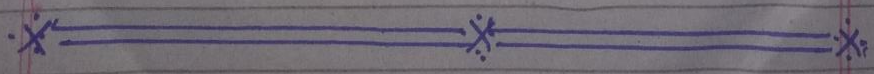
① Product should be able to be supported by & contribute to Co-financial structure.

⑤ Production factor:-

① If the new product idea cannot be integrated into existing manufacturing process, not only is the new idea less positive but new plan and production cost.

Product planning & development process divided into five major stages

Idea Evaluate	idea stage
Laboratory development evaluate	concept stage
Pilot production run Evaluate	product development stage
Semi Commercial Plant trials Evaluate	Test marketing stage



Q#2

Part (B)

Answer:-

Inventor and entrepreneur
 An inventor is the someone who first thinks of a novel idea. However it takes entrepreneur to convert the idea of an inventor into something of value. Thus generating profits for the entrepreneur.

Warren Buffett

Born:- He was born in Nebraska in 1930.



Warren Buffett demonstrated keen business abilities at a young age. He formed Buffett partnership limited in 1956, and by 1965 he had assumed controlled of Berkshire Hathaway. Overseeing the growth of a conglomerate with holdings in the media, insurance, energy and food and beverage.

industries, Buffett became one of the world's richest men and a celebrated philanthropist. As for 2018, Buffett has an estimated net worth of \$84 billion. Between 2006 and 2017, Buffett has given away close to \$28 billion in charity according to a report by USA Today. In 2006 Buffett made an announcement that he would be giving his entire fortune away to charity committing 85% of it to the Bill and Melinda Gates Foundation. This donation became the largest donation in US history.

In 2012 Buffett disclosed that he had been diagnosed with prostate cancer.

At the age of 13 Buffett starts his own business as a paper boy and selling his own horse racing tip sheet. That same year he filled

his first tax return claiming his bike as a \$35 tax deduction. During his high school tenure he and his friend used to purchase a pin ball machine for \$25. They install it in a barber shop and within a few months the profit enable them to buy other machines. Buffett owned machines in three different locations before he sold the business for \$1,200.

Due to his great struggle he became a word richest man and he is a successful example for all the businessmen.

~~The End~~