



## Answers paper

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Subject : entrepreneurship

Question 1:

(part A)

**Answer:** A good entrepreneur, need to have the right personality and the right attitude. There are many characteristics of successful entrepreneur but Here are some of the essential characteristics of a successful entrepreneur:

### 1). Creative

a good entrepreneur is always creative he is always thinking of new idea he is always looking for change he always thinks of something new .they always look for opportunities to come up with new solutions.

### 2). Passionate

a bussiness owner must be passionate he loves his work. Without passion, there is no reason for your work and no drive to do it.Entrepreneurs love what they do and are extremely dedicated to the businesses they create.

### 3). Motivated

a good entrepreneur is always hardworking and put his full effort and time into his bussiness he is very motivated about his work.Entrepreneurs are their own boss, which means there's no one telling them to do things.

### 4). Future-oriented

entrepreneurs are focused on moving forward, they are always looking toward the future.they know exactly what they want to do they set goals and then work hard to achieve that goals.

### 5). Flexible

Entrepreneurs know how to adapt to unfamiliar situations. If their business requires that they learn how to do something, they'll do it. Whatever it takes, entrepreneurs are ready and willing. They always approach things with an open mind and are willing to change course if they need to.

### 6). Resourceful

a good entrepreneur never use his time money and resources haphazardouly evry thing is used in proper way and in proper place.

### 7). Adventurous

Entrepreneurs know that to be successful, they must be willing to take risks. how to plan for the unknown and make a calculated decision that is best for them and their business.

## **(Part B)**

**Answer :** new entry

it is explained as

- 1) introducing a new product into already established market
- 2) introducing established product into new market
- 3) building of new organisation

generation of new entry

to understand how enterpreneur genrate new entries a person should understand from where can a sustainable competative advantage be generated.resources can be the source of competative advantage.

#### 1) enterprenurial resources

men machines materials and money are the resources .it is the ability of getting the resources and then combining these resources into bundle of resources that becomes usefull.entrepreneur rcombines resources in such usefull way that it become profitable for the firm.

## **for example**

an entrepreneur provide a proper workplace work strategy for the working people so that their abilities can be used properly without entrepreneur a large amount of people will be haphazard and of no use

resources must be

1)the resources must be producing valuable products for the customer it must removing all the threats to the firm

2)the resources must be possessed only by few competitors

3)the resources must be imitable and its replication must be difficult for competitors

## **2)market knowledge**

it is having full information about the market and knowing how to check market and customers interests.

**forexample** .doing market research about a product demand and supply

## **3)technological knowledge**

it is having full information of technology and knows how to create new knowledge.

the new entry is assessed to know whether the new product is attractive enough for the customers.

## **Question no 2:**

### **(Part A)**

**Answer :** following are the benefits of entrepreneurship

#### **1)creation of own destiny**

self business provide the entrepreneur independence and opportunity to get what they want in their life or what is their desire

for example.a person interested in buildings will follow building business and he will love his work and can use his all power for that business.

#### **2)opportunity to make difference**

starting your own business helps you in making difference in your life style and way of working

**for example** a person putting his full energy into own business can earn a lot of money and change his lifestyle rather than giving same energy to job

### **3) opportunity to reach full potential**

own business is love as compared to job the entrepreneur tries his best to use his full potential for his own business as he is getting direct reward

for example a fruit seller will work late night if he is directly earning for himself rather than working for any other person he will use his full potential as he will directly receive the reward

### **4) opportunity to get profit**

profit is a motivation for entrepreneur it motivates the person for further good performance to earn more

for example a person working for 4 hours and earns some handsome amount then he will further work hard to get some more amount the amount motivates the person

### **5) social responsibility and recognition**

small business owner is well recognised by the people living in locality as they are trustworthy and they are creating jobs.

**for example** a small store owner in your own locality is well known to every one as he is running his own business and is living a honourable life people respect him because he is providing everything at door step

### **6) work of own choice**

entrepreneurship gives you the work you like not the work that you have no interest in you enjoy the work as it is of your choice

for example a person likes gardening if he starts business he will deal in plants and vegetables as he likes this thing rather than dealing in mobile or vehicle etc

(Part B)

Answer :

<b>inventor</b>	<b>entrepreneur</b>
1)it is all about mind power	1)it is about putting mind ideas into
2)inventor is the person who first think of idea	2)entrepreneur converts these ideas action and creating products into usefull products and earns money
3)if a person mind creates ideas that intrests him is inventor	3)if a person shapes ideas into concrete shape he is entrepreneur

**vanture profile of typical enterpreneur**

succesfull enterpreneurship depends upon how much you oppurtunities and how much you make use of it.no matter how successfull was you in school or college level or how much your parents were successfull or how smart you are it depends upon how you outlook on your life how is your mindset.

according to study conducted by cpp inc the successfull interprenuer possess two top personility traits that is perception and intuition.

entrepreneur posses the following personility traits

### 1)passion.

entrepreneurs have love for their work because they love what they do. they have passion of doing that thing they dont care what it takes they put their full effort and full hardwork into that bussiness.

### 2)motivation

entrepreneurs are well motivated and dedicated towrd their work they have the power to comunicate to people to join them in achieving their goals

### 3)optimisim

entrepreneur is always optimistic they dont think of failure they are always looking at future.they alwaays stay positive at the future

### 4)creativity

entrepreneur dont see the world as the comon people see they look differently they always think differently and always looking for something new and oppurtunistic.

### 5)risk takers

entrepreneur is always a risk taker .they are not scared of failures they think that what scares you the most hat you need the most

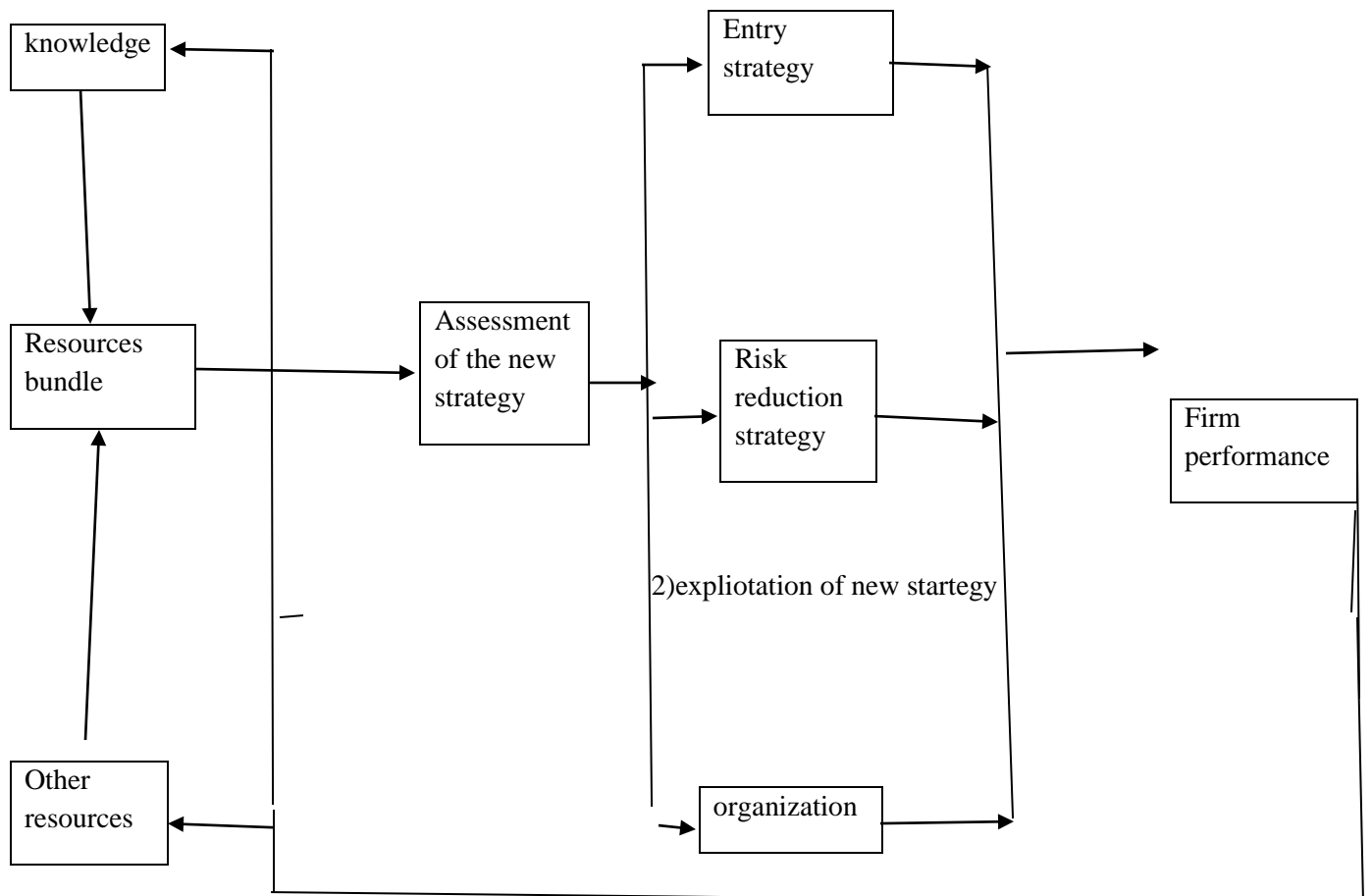
# Question no 3

## (Part A)

**Answer :** enterprenurial strategy is the set of decisions and actions that first generate and then exploits the new entry over time to increase its benifit

an enterprenurial entry tratagies have three main stages

- 1)generation of new entry stratgey
- 2)exploitation of new entry strategy
- 3)feedback from result



1)generation of new entry stratgey

BLOCK DIAGRAM

3)feedback loop



first we will explain generation of new entry

it is offering of new product or new organisation into market.it can be explained by

1)knowledge.it is possession of information it can be market knowledge by having information about market demand and customers interests it can be obtained by doing market research.and technological knowledge to have information about creating new knowledge such as by introducing new technology such as laser technology.

## **2)resources**

they are the source of competitive advantage

men ,machines ,money and organisation cultures are the entrepreneurial resources these resources must be

1)valuable for the customers and to reduce threats for the organisation and to produce valuable products for the customers

2)the resources must be rare

3)the resources must be inimitable so that it cannot be increased by the competitors

these resources are combined into resources bundle

## **3)resources bundle**

the entrepreneur combines these resources in such a way that it provides the organisation with opportunity to get superior performance

forexample if u have alot of people that have alot of workforce but there is no work protocols no communication between these they all are useless

assessment of new entry opportunity .the new entry is then assessed by checking the market that the new product is sufficiently attractive or not or worth of exploitation or not.it can be assessed by prior market knowledge

## **2)new entry exploitation**

1)entry strategy for new strategy exploitation

advantages of being first

1.there is less competition

2.there is cost advantages over other

3. you can be better positioned in market

4. first mover can get further expertise

disadvantages of being first

1. there may be demand uncertainty because the first mover is not aware of market size and its growth

2. there may be customer uncertainty because the new product may confuse the customer whether it is reliable or not

3. there may be technology uncertainty whether the technology will cope the demand or not.

3) feedback loop feedback is received from the firm performance to assess whether it is working accurately or needs improvement. the firm may also provide money for resources.

## (Part B)

**Answer :** product planning and development for product planning and development you first have to develop evaluation criteria for each stage the criteria should include

1) screen the product carefully

to evaluate the new idea in terms of

### **1) market opportunity**

there must be need for that product or idea and must evaluate the share of market that idea can capture and the attitude of consumers toward that product its size and number must be evaluated

### **2) competition**

market competition of the product must be evaluated in terms of price demand and quantity. the product must be able to compete with already running products in market

### **3) marketing system**

the new product must be according to already developed marketing system of that company for example a company dealing in refrigerator must launch refrigerator rather than sanitizer it will be easy for marketing

### **4) financial factors**

long term profit of the product must be evaluated that will add to company finance

**5)production factors** the new product idea must be compatible to already existing manufacturing system rather new product

product development and planning is divided into five stages

**1)idea stage**

first of all idea of the product is developed that we have to manufacture that kind of product and then that idea is evaluated before going to next stage

for example..dawlance company had idea of developing a refrigerator that is having inverter to save electricity

**2)concept stage**

that idea is first developed at laboratory level and is then the product reevaluated

for example refrigerator was developed at laboratory level first and evaluated for energy consumption

**3)product development**

after successful laboratory production product development is started at market level

**4)test marketing stage**

after development trial marketing stage is initiated that is semicommercial to look for demand

**5)commercialization stage**

the product is then fully commercialized at market level