

- For the owner of a small seaside bed and breakfast
 - Easier to find competent employees
 - More income due to higher demand
 - More competition
 - People would rather work for bigger companies
 - Can consider expanding
- For a family-owned vegetable farm
 - More demand due to more stores
 - Opportunity for a “dampa” system
 - Less laborers
 - Can consider opening a small business or outsource
- **Entrepreneurship (and the entrepreneur) vs. intrapreneurship (and the intrapreneur)**
 - Entrepreneurship is the process of starting a business, company, or organization
 - The Entrepreneur
 - The founder, and usually owner
 - Big risk, big reward
 - Organizes inputs of production into goods and services (outputs)
 - Obtains money, buys the inputs needed and makes decisions.
 - Takes risks and provides the vision for the business idea
 - Assumes large financial risk
 - Provides sufficient resources
 - Intrapreneurship is similar to entrepreneurship but is done in an existing organization
 - The Intrapreneur
 - Is an employee of the organization
 - Uses resources of company to undertake projects and therefore risks very little
 - Rewarded in the form of a paycheck
 - Does not act autonomously like an entrepreneur as he is dependent on other employees or the organization he works for
- **Reasons for starting up a business or an enterprise**
 - Profit – positive difference between revenues and costs
 - Fame
 - Benefit human welfare
 - Very fulfilling
 - Family
 - Legacy
- **Common steps in starting up a business and problems new ones may face**
 - Businesses often start up by looking for market opportunities (market gaps or niches)
 - Niche markets are where small businesses can easily compete
 - Factors to consider: What questions would businessmen ask about the factors?
 - Business idea
 - 4 business inputs (capital, land, labor, and enterprise)
 - Four departments/functional areas
 - Possible problems faced by a start-up (either internal or external)
 - Internal

Preview from Notesale.co.uk
Page 3 of 4