

6. Devotion; loving the job you have
7. Details; pay attention to critical factors in detail
8. Destiny; responsible for fate and goals to be achieved
9. Dollars; motivation is not just money
10. Distribute; distribute ownership to trusted people.

2.2 Factors Causing Entrepreneurial Failure

According to Zimmerer (in Suryana, 2003: 44-45) there are several factors that cause entrepreneurs to fail in running their new businesses:

1. Managerial incompetence. Incompetence or not having the ability and knowledge to manage a business is the main factor that makes a company less successful.
2. Lack of experience in terms of coordination skills, human resource management skills, and the ability to integrate company operations.
3. Lack of financial control. In order for a company to succeed, the most important factor in finance is maintaining cash flow. Manage expenses and income carefully. Mistakes in maintaining cash flow will hamper the company's operations and cause the company to not run smoothly.
4. Failure in planning. Planning is the starting point of an activity, once failure in planning will experience difficulties in implementation.
5. Inadequate location. A strategic business location is a factor that determines the success of a business.
6. Lack of equipment supervision. Supervision is closely related to efficiency and effectiveness. Lack of supervision can result in inefficient and ineffective use of equipment.
7. A less serious attitude in trying. A half-hearted attitude towards a business will result in the business being unstable and failing. With a half-hearted attitude, the possibility of failure becomes greater.

Inability to make entrepreneurial transitions. Entrepreneurs who are not ready to face and make changes will not be successful entrepreneurs. Success in entrepreneurship can only be achieved if you dare to make changes and are able to make transitions every time.