

Enterprise Revision Notes

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Unit 2.

Enterprise=the efforts made by people to create and achieve something new. It requires risk taking, meeting new challenges and achieving goals.

Personal example= a teenager learning to play the guitar

Community example= a resident group getting together to plant flower beds

Public example= politicians setting up new ventures like the Luas

Business example= a new business setting up dog kennels when dog owners are away

An entrepreneur: the person who has the initiative and is willing to take the risk in setting up a new venture. E.g. Tony Allen invented a spider catcher because his child was afraid of spiders and he seemed to be always removing them from his house. This invention won the gold medal at the Geneva Inventors show in 2001 and he sold half a million units in 5 years. (for more www.spidercatcher.net)

Intrapreneur= a person within an organisation who is enterprising and uses their initiative to act as entrepreneurs. E.g. a designer in the marketing department suggests rebranding and using recycled

packaging instead of plastic. This improves presentation and is environmentally friendly.

Characteristics

1. **Innovative**- willing to identify gaps in the market in changing situations
2. **Ambitious** –to be driven by a desire to succeed
3. **Energetic** –positive and energetic in their actions
4. **Self-motivated** –willing to put in the hours and hard work to succeed
5. **Confident** – the ability to take the risk to begin and complete a venture

6. **Decisive** - the ability to make quick and clear decisions
7. **Independent** – Work alone with the freedom to do as they wish. Often cannot work for others

Skills (an ability to complete a task)

1. **Inner Control** – a belief in your own abilities to control the pattern of your life
2. **Realistic** – an ability to see things as they are not how you would like them to be
3. **Risk managers** – most are risk neutral (will not take risk unless there is a possibility of success)
4. **Planning** – an ability to set goals from a vision of what they want

and implement short/medium and long term plans to ensure achievement

5. **Decision making ability** –good at taking the right course of action at the right time
6. **Time managers** –organising time so that all the work will be done.
7. **Human Relations** – good with people(listening and communicating) and being able to persuade investors that their business venture will work.

Decision making skills

1. **Dependent** – relies on others to make a decision

2. **Intuitive**- makes a decision based on strong gut feeling

3. **Paralytic** –Makes a decision but does nothing about it (talk no action)

Risk Assessment

Risk Avoider – will avoid risk no matter what the chance of success

Risk Neutral – will take a risk if the possibility of success is great.

Risk Acceptor – will take any risk even if chance of success is low

| <u>Proactive</u> | <u>Reactive</u> |
|--|--|
| Will not rely on others to act on something. Making a change before anything happens | Will rely on others to act on something. Will not respond until something happens. |

| <u>Why is enterprise good</u> |
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| 1. Needs and wants of society are met |
| 2. Profits can be reinvested to grow the economy |
| 3. Creation of jobs |
| 4. Creation of wealth |
| 5. Creation of an enterprise culture |
| 6. Increases the amount of revenue collected. |
| 7. Personal satisfaction for |

entrepreneur

8. New products are continually being introduced
9. Business can respond to changing society

Ireland and Enterprise

- Incentives and assistance
- Enterprise skills from foreign firms
- Local businesses have been set up
- The education system is promoting enterprise
- Advanced technology has enabled enterprise to grow
- Culture has changed from conservative to ability to manage risk

(we will use Sean Rowland as our entrepreneur)