



Some common traits found to be possessed by entrepreneurs include:

- Self-confident and optimistic
- Able to take calculated risk
- Responds positively to challenges
- Flexible and able to adapt
- Knowledge of markets
- Able to get along well with others
- Independent minded
- Versatile knowledge
- Energetic and diligent
- Creative, need to achieve
- Dynamic leader
- Responsive to suggestions
- Take initiative
- Resourceful and persevering
- Perceptive with foresight
- Responsive to criticism

A business in development needs to have a business model that helps lay the structure of where you are and where the business is going. It identifies the product/services the business will sell, the target market and anticipated expenses.

INTRODUCTION

Entrepreneurship is the practice of forming a business.

Some of the benefits of business ownership are:

- Independence, since you are your own boss.
- Financial rewards
- Opportunities to learn
- Creative freedom
personal satisfaction



Obligations of an entrepreneur

These are dependent upon the nature of business. There are however some responsibilities and obligations common to all entrepreneurs. They include:

- Registration of the business
- Permits and licenses
- Providing excellent customer service
- Sell quality products/services at fair prices
- Ethics and integrity
- Maintaining accepted values
- Keeping business records
- Paying taxes
- Health and safety measures
- Hire and train employees
- Promote and advertise the business

Some of the challenges faced by entrepreneurs are:

- Inadequate funds limiting the scope of operations
- Inadequate management skills
- Access to market information
- Risks of losing entire investment
- Uncertainty of income
- Abiding by government regulations
- Working hard and long hours
- Disruption of family ties
- Access to basic infrastructure - water, electricity, premises, internet
- Satisfying customers
- Demands from the government, family, relatives, friends, community leaders, suppliers, competitors, other entrepreneurs, and others

Safeguards for entrepreneurs

Safeguards could help protect the business and entrepreneur from challenges and other unforeseen occurrences. Some of the safeguards an entrepreneur should use are; Insurance, Physical Security, Patents, Trademarks, Family and friends among others.



Steps in starting a business

Step 1: Choice of a business name

You need to identify and pick a business name that reflects your brand identity and does not clash with the nature of goods/services you offer. Once this is decided, the next thing to do is to register it so as to protect the name.

Step 2: Writing a business plan

This is the foundation of a business, acting as a roadmap for how to structure, run, and grow your business. It can help you get funding or bring on new business partners.

Step 3: Funding your business

Funding is one of the most important financial choices of any business owner. You need to determine how much funding you'll need to avoid underfunding/over-funding the business. Your personal financial situation and vision for the business will shape the financial future of your business. Once you know how much funding you need, it's time to figure out how/where to get it.

Step 4: Identify business location

Consider the target market, competitors, government regulation, security, personal preferences.

Step 5: Register the business

Conduct a business name search at the Registrar of business offices. Register the business and obtain a business registration certificate.

Step 6: Apply for business licenses, permits and insurance

All county governments provide business permits at a fee. Insure the business against various risks.

Step 7: Open a business bank account

Research and open an account that suits the type of business you operate. New entrepreneurs should open accounts with bank that have products that are friendly to new businesses.



Common deadly mistakes in entrepreneurship

Common deadly mistakes in entrepreneurship

- Management mistakes
- Lack of experience
- Poor financial control
- Weak marketing efforts
- Failure to develop a strategic and effective plan
- Uncontrolled growth
- Poor location
- Improper control of inventory
- Incorrect/unsuitable pricing
- Inability to develop entrepreneurial thinking mindset

Entrepreneurial behavior

If you are able to recognize a need in a society and can organize yourself so that you can fill that need by means of a product/service at a profit, you are an entrepreneur.

How to avoid these mistakes

- Know your business in-depth
- Develop a good, effective and solid business plan
- Manage your financial resources effectively
- Have a thorough and complete financial statement
- Hire and manage people effectively
- Keep physically fit, consume healthy foods

SELF-ASSESSMENT OF ENTREPRENEURIAL BEHAVIOR

Some Behaviors that successful entrepreneurs possess are:

- **Commitment:** you can spend most of your efforts working on your business.
- **Risk-taking:** you are willing to risk your money to invest in your business
- **Making decisions:** you can make difficult decisions by yourself
- **Ability to handle stress:** you don't let business-related stress hold you back
- **Problem-solving:** you have the ability to solve your business problems
- **Goal oriented:** you have set a vision and goals for your business
- **Social support:** you have business mentors that will support the realization of your business goals
- **Financial situation:** you have set aside money that you can use to start-up/ expand your existing business.
- **Technical skills:** you have the technical skills necessary for your business
- **Business management skills:** do you have skills in marketing, costing, record keeping, etc?
- **Negotiation skills:** you can get what you want in a way that both parties can benefit
- **Understanding of business environment:** you are aware of how politics, government laws, the economy, technology and environmental factors can affect your business.

