



## **Entrepreneurship Portofolio**

### **Task 3: Reflection on Entrepreneurship**

**Module: LCBB5013 Entrepreneurship**

Programme: BA (Hons) Business Management

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## Element 6

As someone who wants to start a small art business while also managing family responsibilities, I find it important to learn from entrepreneurs who have done something similar. My business idea is based on creating personalised artwork and working mainly from home, which requires flexibility and good time management. Because of this, I am particularly inspired by entrepreneurs who have built successful online businesses while balancing their role as parents.

One entrepreneur that inspires me is Alicia Shaffer, founder of the Etsy shop Three Bird Nest. Her story is very relatable to me because she is also a mother who started her business from home while raising her children. This is important to me because I understand how difficult it is to balance family responsibilities with work and personal goals.

What I like about her journey is that she did not start with a big business. She started small and expanded it. For example, her Etsy shop became very successful and had a high volume of sales (Forbes, 2015). It proves that success does not come in a day and that it is fine to grow gradually. I walked out of this knowing you do not have to have everything perfect at the start, so I can start small with my art business and get better with experience.

Another thing I noticed was how she used online sites. She did not have a physical shop but sold her products on Etsy and reached many customers (Fast Company, 2015). This is very similar to my idea as I also want to use social media and online platforms to promote my artwork. Digital marketing is described as being very important for small businesses by Chaffey and Ellis-Chadwick (2019) and this helps me to understand that I need to focus on building an online presence.

Her situation also demonstrates the importance of flexibility. Many women choose to launch their own business because it gives them more control over their time (Henry et al., 2016). I am a mother and I really appreciate this. I want to be able to work and spend time with my family. This balance seems like a good way to achieve with entrepreneurship, but I also know that running a business is not easy. There are risks and challenges, and sometimes things don't go according to plan. Burns (2020) states that entrepreneurs need to be resilient and persistent when the going gets tough. This made me realise that I need to be patient and not give up if I have problems.

In general, the story of Alicia Shaffer helped me to realise entrepreneurship is not just about making money, but about doing something meaningful and having more control over your life. It makes me want to try and start my own business, even if it's small to begin with.

## References

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