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Romania-by-the-Sea

Task 3

Reflection on Entrepreneurship: Anita Roddick

The entrepreneur who inspires me is Anita Roddick, the founder of The Body Shop. She is known not only for building a successful business, but also for showing that business can be connected to ethics, social values and environmental responsibility. The Body Shop was founded in Brighton in 1976, and from the beginning it was built around the idea that business could be “a force for good” (The Body Shop, n.d.).

I find Anita Roddick inspiring because she was different from many traditional entrepreneurs. Instead of focusing only on profit, she built a brand that also cared about issues such as animal welfare, fair trade and human rights. The Body Shop still describes her as a founder who built the company to fight for what is “good, and just, and beautiful” (The Body Shop, n.d.). This shows that she believed a business should have strong values and a clear purpose, not only commercial goals.

Another reason I admire Anita Roddick is that she had the courage to be different. She did not simply copy existing businesses. Instead, she created a company with its own identity and ethical position. This made her an important example of values-driven entrepreneurship. Research on Anita Roddick and The Body Shop shows that her success is not easy to explain using only traditional business thinking, which is one reason why her legacy remains important in management and entrepreneurship studies (Smith and Rayment, 2008).

From Anita Roddick, I have learned that entrepreneurship is not only about selling a product. It is also about creating trust, building a strong brand and giving customers a reason to believe in the business. I have also learned that values can become a business strength. Studies of The Body Shop have shown that ethical branding can influence customer loyalty and identification with a brand (Hinson, Jiang and Ibrahim, 2016). This suggests that consumers often respond positively when a company stands for something meaningful.

I can connect this idea to my own business concept, Romania-by-the-Sea. My bakery is based on vegan and organic products, sustainability and a family-friendly experience. In a similar way, Anita Roddick showed that a business can be successful while also reflecting personal values and responding to social concerns. This makes her especially relevant to my own understanding of entrepreneurship.

In conclusion, Anita Roddick inspires me because she proved that business success and ethical responsibility can work together. She showed originality, courage and a strong sense of purpose. For me, she is a powerful example of an entrepreneur who did not just create a company, but also created a message. That is why I believe she is a meaningful source of inspiration.

Reference list

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