

(LCMB7004)ENTREPRENEURSHIP
Assessment-1

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Executive Summary

This report has been involved in portraying the key traits of successful entrepreneurs. The factors related to the entrepreneurship have been showed in this study. The study critically evaluates the concepts of entrepreneurs and entrepreneurship as per the entrepreneur mindset. The study also included the construct and comparison between the for-profit small organisation that includes that the organisation has been providing service and products to generate highly profitable revenue for meeting their values and beliefs. On the other hand, non-profit organisations have not been focused on generating money and more focused on providing services. The theoretical understanding of the attributes and factors of entrepreneurship have also been given.

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Introduction

Entrepreneurship has been most firmly defined as the readiness and ability to develop, run and organise a business organisation. A successful entrepreneur needs to look after the business successfully and with all the possibilities and skills despite the uncertainties and challenges to make profit. The most common example of entrepreneurship has been the small and medium sized start-ups. In this study the characteristics, traits, attributes and motivations of the entrepreneurs will be critically evaluated. *Achievement motivation theory* will be used to describe the motivation required to entrepreneurs to work efficiently.

Conceptual foundation for enterprise and entrepreneurship

Enterprise has been defined as another word for a for-profit company or business. Conceptually an enterprise has been adjoined with entrepreneurial ventures (Mohapatra, 2020). Enterprising has been referred to as the success as an entrepreneur. Business entrepreneurs have some functions such as operations, marketing, finance and human resources. The foundational concept of entrepreneurship is a bunch of beliefs and principles that helps and forms the basis of initiating a business enterprise. An entrepreneurship has been the understanding of basic elements of initiating an enterprise, research of market, development of product, marketing and financing (Sobel, 2022). There are some concepts of entrepreneurship that are identified to be beneficial for entrepreneurs to be successful. These concepts are value creation, opportunity identification, resourcefulness, risk management, sales and marketing and networking.

Analysis and critical evaluation of concepts of entrepreneur and entrepreneurship - perspective of entrepreneur

An entrepreneur has been identified as the person who is always in the search of change in the traditional thoughts and concepts. As stated by Daspit *et al.* (2023), the entrepreneur has the ability to respond to the thoughts and exploit them as their opportunity of becoming successful. The entrepreneurial mindset considers innovation as the perfect tool to achieve the intended success in their journey. The entrepreneurs have their total orientation towards growth of their own personality and tier organisation. As argued by Kuratko *et al.* (2021), their belief identifies that consistent efforts can shape them as the way they want to be shaped. This kind of mindset that entrepreneurs have makes them focused to work for the intended objectives, optimise their efforts and set up a successful entrepreneurship.

Conceptual foundation of Allport's Trait Theory with examples

Allport's Trait Theory has been founded by Gordon Allport, an American Psychologist, who has contributed towards conceptualising the traits of personality. As per his theory of personality traits, the trait has been defined as an attribute or a character of any individual that is long-lasting (Doremus, 2020). The major character trait is their stability over long-time which impact the expressive character of individuals to influence others. For example, there have been various such strong entrepreneurs who have impacted each individual with their personality traits. **Oprah Winfrey** is one of the most influential entrepreneurs who have paved the way for young women to become entrepreneurs. She is lively, social, focused, resilient and bold and strong which influences people to get into this way of life. Another popular and successful entrepreneur is **Steve Jobs** who is thrived and proactive on setting goals, self-motivated and ambitious (Emerick, 2022). He also had a huge impact on today's youth to become entrepreneurs.

Critically evaluate the traits, characteristics, attributes and motivations of entrepreneurs

Key Traits of Entrepreneurs

The entrepreneurs have been considered to have some key traits to be successful in their fields and make the organisation to be the best in the sector. Starting a business has been considered to be a lot of work to do (Olanrewaju *et al.* 2020). Strong qualities of leadership have been the first in the list. This trait has to be present in any owner of any company (Yasir *et al.* 2019). This character has to be adopted by the entrepreneurs whenever they tend to become one. A successful leader has to be one who needs to value the goals and objectives of the company in every possible manner. The leaders have to be a person with strong and effective communication skills. They must be able to unite a team and encourage them to work towards a particular and one common goal (Rosado-Cubero *et al.* 2022).

The entrepreneurs have to be self motivated in the way of encouraging others to complete their jobs. They need to vigorously conduct research in this context and develop new and modern methods to tackle the team mates (Chae and Goh, 2020). The entrepreneurs have to have some personal goals which they have to set for themselves for working in an appropriate manner. They have to have a strong sense of basic integrity and ethics (Luc, 2020). Ethics have been considered to be the core reason for making any business to be sustainable. The successful and sustainable business people have been seen to have the highest form of ethics which they input in

the organisational process. With the process of interacting with clients or in the process of reading a team the effective leaders have been playing an important role in admitting the errors (Yasir *et al.* 2019).

Effective leaders have extraordinary skills and knowledge to create new things for developing their thoughts in real life of existence. Strong mindsets of effective leadership have produced more significant work by their employees or workers in the organisation's working place (Shabbir and Kassim, 2019). Many companies' leaders have provided all kinds of features and benefits to their employees to execute appropriate needs for the organisation's satisfaction (Haddoud *et al.* 2022). Effective communication can build strong collaborations and bonding with team members inside the organisation to sustain the effectiveness of work (Shabbir and Kassim, 2019). Self-motivated people can drive huge amounts of work with their employees in the working place of the organisation. Great leaders have motivated others as well as themselves to improve their knowledge and skills. Great leaders have high leadership qualities as well as increasing and enhancing others to new heights. An open mind is curious for everything to understand and know about the real world.

Characteristics

Entrepreneurs have always sought knowledge and skills to develop their personality which reflects on professional life. Entrepreneurs try to establish new start-ups and joint ventures for developing their professional life as well as create more job employment to maintain the employment ratio (Che Embi *et al.* 2019). Entrepreneurs never demotivate others as well as themselves despite keeping a positive mindset they can overcome any challenges and issues in their working place. Entrepreneurs have a creative mindset to establish their thoughts within organizational working places to accelerate their business strategy in the marketplace. Effective communication among entrepreneurs can help to influence other business leaders to collaborate with them (Troise and Tani, 2020).

Attribute

Entrepreneurs always have a positive attitude towards their work and other employees within the organisation are working place. Their positive attitude has played an important role in the working place to sustain all work effectiveness (Kim and Huruta, 2022). Great leaders have always sought to know new things and are learning from others to enhance their knowledge and skills for further use in the working progress. They have great potential to list others' words very

effectively to understand others' needs and requirements from the workplace to making continuous progress (Wardana *et al.* 2020).

Motivations of entrepreneurs

The process of motivating the entrepreneurs has been the motivating factors that have been given in order to help the entrepreneurs to achieve their goals. These factors have been responsible for energising the activities and directing the activities towards success (Wang *et al.* 2019). There have been various such factors that help the entrepreneurs to achieve their target. The first has been a ***desire to do something*** which is considered to be significant in this direction. The entrepreneurs have to be independent, try to achieve, be recognised for anyone's contribution, educational and occupational background (Murnieks *et al.* 2020).

The external factors that motivate the entrepreneurs to obtain their objectives have been support and assistance of governmental legislations and availability of raw materials and labour. The factors of motivation have been internal to any person and it has been identified to be externalised through the behaviours (Wang *et al.* 2019). Many times a single form of motive can be effective for any entrepreneur to carry his or her job and walk towards success.

Conceptual foundations of for-profit and non-profit small organizations with examples

A for-profit small organization has been defined as an organisation that operates to make profitable money. The values and beliefs of the organisation have been to create ***accountability, visibility and creative ideas*** for organisation development. Most of the businesses have started the business for profit, they service their products and service to the customer to make money and enhance profitability (George, 2023). The profitable income earned from the service and selling has been to create accountability in business for achieving the value and beliefs of entrepreneurship. The main goal of for-profit small organisations has been to earn money as much as possible in a period to meet the entrepreneur's values and beliefs. For Example, ***Revolut*** has been a for-profit small organisation in the UK that earned 26.2 million pounds in profit in 2020 to meet the value and belief of the organisation and generate profitable revenue (Revolut.com, 2023). Funding have been beneficial for the For-Profit small organisation for increasing their ***visibility*** in the market as the investors have been used to increase brand awareness and generate revenue for profit. It has been identified that 31 million people belong to entrepreneurship and 582 million entrepreneurs (Gov.uk, 2020). The purpose of the for-profit

small organisation has been to provide products and services to the consumers and generate profit for the further development of resources and infrastructure.

For-profit small organisations have been generating great revenue and reaching their potential audience as the organisations have been researching and analysing a lot to get to know about their potential customer. Organisations have been analysed to influence them regarding their products and make their purchase to generate greater profits for the entrepreneur visibility. For Example, **Stint company** has been a For-Profit small organisation in the UK that has been growing its market with a focus on **building brand strategy** and brand awareness to **improve the use of analytics** (Stint.co, 2022). Leadership plays an important role in For-profit small organisations as they have been developing innovation and diversity to lead the substantial financial stake for the organisation's development. They have been used to present a specific set of challenges for the organisation to improve its revenue and generate unique skills in employees for higher productivity. It has been identified that there have been 5.93 million businesses in the UK belonging to entrepreneurs and 7% of them faced business turnover. For Example, **Hopin** have been a for-profit small organisation in the UK that has been focused on creating collaboration with creative ideas to bigger its entrepreneurship and accelerate profit for the industry (Hopin.com, 2022). There have been various benefits of the for-profit organisation as it helps in developing the infrastructure for the **value and beliefs** of the organisation. The benefit of a For-profit small organisation has been that it provides opportunities to generate high income through creativity and influencing the customers for long-term engagement. The For-profit has provided **visibility** to the organisation through creating an innovative culture for the organisation's **accountability** as they focus on improved sales and profits. The **accountability** of the organisation has been to provide the best ways to meet the financial goals hence they create effective culture and diversity.

The purpose of non-profit organisations has been to help individuals voluntarily. These organisations have not been able to earn any type of economic benefits in exchange for the activities it has been doing (Hardina, 2021). The motive of these non-profit organisations has been to create advancement within society with the activities they have been doing. For example, **Somerville Heart Foundation** has been one of the non-profit organisations in the UK that have been funding medical research for cardiovascular diseases (sfhearts.org.uk, 2023). The voluntary steps taken by this organisation have helped the population of the UK to fight against heart

disease. This organisation has been listed in the top fifteen non-profit organisations' list due to these activities. Another non-profit organisation in the UK, Transparent Hands, has been aiming to improve the poverty situation in the country. It has been providing medical resources to individuals when they have faced any type of disaster situation (Transparenthands.org, 2023). However, the organisation has not been charging any type of monetary fees while it has been providing these services to those individuals.

The funding source of the non-profit organisations has majorly been from the *member fees, donations or subscriptions* of the services. The business partner or owner has been provided with the money and they have been making major decisions for the organisation. The *value of the non-profit organisations* has been to provide services to *improve the situation of the country* (Dmitriev, 2020). These values have been helpful for organisations to gather donation amounts from interested donors. The government of the country has also been willing to provide economic facilities so that they would be able to provide better services for that cause. According to Hardina (2021), the major focus of the organisations has been to provide consistent services to the country and the individuals. The values of the non-profit organisations have been helpful for those organisations to avoid tax payments. The belief of these organisations has been to effectively utilise *cultural differences*. The members within the non-profit organisations have been *contributing voluntarily* and *creating a daily work schedule on their own*. They did not require any type of salary to create an impactful performance within the organisations. For example, *Funding Circle* has helped more than 40,000 small-size businesses globally without any type of monetary benefit (Fundingcircle.com, 2023). The members of non-profit organisations have mostly joined the organisations voluntarily. They have not required any type of monetary incentive since they have believed in a major cause.

Critical analyses of founder's values in for profit and not for profit organisations

In a for-profit Entrepreneurship the founders have financial partnerships in the success of their companies. As stated by Ciulla and Ciulla (2020), this aspect of the value of founders in the company may lead to their approaches to day-to-day management of their teams. The founders of for profit entrepreneurs need to have basic financial literacy before starting an entrepreneurship. They believe that while working as entrepreneurs that can grow as humans by adopting new skills and developing as humans. As argued by Sobel (2022), in a non-profit

organisation the founders have no financial benefits from their company. The missions, objectives and values of the founders make the foundation of these organisations, rather than earning just profit.

Conclusion

It can be summarised from the overall study that the profit generated by the non-profit organisations has been transferred into the capital fund account. This has been a type of account that stores every fund of the organisation which later can be used by the organisation. It has been possible for the organisations to provide these services when they have been utilising the capital fund account of the organisations. Thereby, availability of the fund has been impacting the consistency of the services.

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