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Introduction

According to Nadeem (2023) states that 76 years old and was born in Hackney United Kingdom left school at the age of 16 to sell electronic devices by van to customers Alan Sugar is a successful entrepreneur worth £1.15 billion a man who was living in a council flat and determined to start his own business used saving strategy to saves as much as £100 to insured as a commercial van insisted to continue an electronic good to serves more customers and appear to them as a formal businessman.

Being a successful entrepreneur is not easy but an idea that a person who has single-handedly developed a variety of company concepts. It likewise includes those people who have the ability to collaborate with others, share their concepts, inspire others as well as be useful and versatile.

According to Nawaz (2022) argues that Successful Entrepreneurs may be small business owners or service providers. May be leaders or decision-makers in a large company. But regardless of how he or she fits into the business environment, entrepreneurs accept a unique set of challenges in rewarding work responsibilities.

“Could discover that when the new business idea is born, up-brings competition Alan Sugar had already planned for it. This truly happens when a new idea becomes a reality for the market to become competitive. Remember threats and opportunities come along. And for entrepreneurs to be aware of the competition and be ready to face the consequences” (Kingston, 2020).

Alan Sugar achievement

Personal objective and business objective.

Goals are requested a leadership position sets for themselves in relation to the role that fits into the organization. These include the same as setting personal goals. And it is important to set business goals that link to the organization including:

An effective leader allows setting a good example to develop a positive organizational culture. Building a team into an organization, creating an efficient organizational structure. To increase sales and reduce costs to generate profitability. And develop market share to increase growth. Customer satisfaction to improving the product or service to create sustainability. Finally, staff retention to make a positive working environment.

1. “Some of Sugar’s achievements started Amsprop by 1985 a hugely successful commercial property agency.
2. In 1990 he spent a decade as Chairman of the Tottenham Hotspur Football Club. And an advertising company, Amscreen.
3. Sugar is a licensed pilot and owns a charter jet business, Amsair, and an IT firm, Viglen.
4. Sugar appeared in the BBC show, The Apprentice, in 2005” (Duncan, 2021).

References

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Characters of Alan Sugar

According to Nawaz 92022) argues the identified characters are used by entrepreneurs:

1. Understanding the authority of ownership capabilities in problem-solving.
2. Ability to be a motivated leader and serve his vision.
3. Dedication and persistent to overcome of business goals.
4. Intellectual and thoughtful of not giving up with a strong mindset.
5. Being an entrepreneur, Alan Sugar continually pursued new opportunities.