

Entrepreneurship and small Business Management

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Who will start a new business ?

- ▶ Many
- ▶ Rich and poor people
- ▶ High educated and low educated individual
- ▶ Young graduated or unemployed persons
- ▶

What is an Entrepreneur ?

- ▶ An entrepreneur is someone who recognizes an opportunity to start a business .
- ▶ The French word entrepreneur was used to describe someone who undertook any project
- ▶ And bear risk to gain profit.

Success stories

- ▶ There are many success stories with people started with small firm . The have improved
- ▶ Their business gradually and now they have
- ▶ A big business .

Coming up with a business idea

- ▶ Try brainstorming with friends or relations to see if you can identify any totally new ideas.
- ▶ There are opportunity for completely new products or services .

What goods or services could I provide to local companies ?

- ▶ Do some research among local companies find out weather there are any goods or services that they have difficulty in obtaining.
- ▶ Produce goods which is importing.
- ▶ What goods or services could I provide locally ?

Benefits and costs of becoming

- ▶ Benefits include :
- ▶ Independence /Autonomy
- ▶ Satisfaction
- ▶ Financial rewards
- ▶ Self-esteem
- ▶ Contribution to Society

Costs of Becoming an Entrepreneur

- ▶ Business Failure
- ▶ Family and social problem
- ▶ Income uncertainty
- ▶ Long hours / hard work
- ▶

Buy an existing business

- ▶ Another option is to consider buying an existing business .
- ▶ Make sure why the owner is selling ?
- ▶ Look carefully at business account
- ▶ Visit the company and see financial statement
- ▶ And ask workers whom working
- ▶ What is average sale per day or week ?

Seeking advice and information to succeed

- ▶ A person whom seeking start a business or purchasing a business should collect information and advice in order to avoided mistakes.
- ▶ Preparing and planning are key to avoid making mistakes.
- ▶ A trusted advisor can provide support.

Cost / Benefits Analyses

- ▶ Cost /Benefits analyses is a decision–making process in which the cost of taking an action are compared to the benefits.

How Do Entrepreneurs find Opportunities ?

Entrepreneurs find opportunities to create new business :

- -Using a new technology to produce new product .
- Using an existing technology to produce a new product.
- Developing new market for an existing product.

The Five Roots of opportunities in the market

Entrepreneur can exploit five roots of opportunity.

1-problems

2-changes

3-inventions of new products or services.

4-competitive advantage in price, location, quality, reputation.

5-Technological changes. (from laboratory to market place).

A business must make a profit

- ▶ No matter how big or small , a business must make a profit to stay in Business .
- ▶ Profit is the sign that entrepreneur is adding value .

What skills I need to start a business ?

- ▶ Hard working
- ▶ Bear Risk
- ▶ Long hours working time
- ▶ No social life

Franchising

- ▶ Product and trade –name franchising is licensing of the product or the production and the use of trade mark.
- ▶ A firm which will start business should receive license from legal authority .

Reasons to Buy an Existing Business

- ▶ Quicker , Easier start –Up
- ▶ Reduced Risk
- ▶ Your knowledge can be beneficial

Work at home

- ▶ You can start small business in the home
- ▶ Many small business can be hold in the home.
- ▶ You can save rent and other expenses .

The Business plan

- ▶ Feasibility analyses : does my idea work ?
- ▶ Analyzing product / Service feasibility
- ▶ Analyzing market and industry feasibility

Your Business plan is the key of Raising capital

- ▶ Banks will refuse to provide funds to entrepreneur without a business plan.
- ▶ A well written plan will show investors that you have carefully thought how you intend to make your business profitable.

Business plan component

- ▶ Mission , vision
- ▶ Company description
- ▶ Opportunity analyses
- ▶ Marketing strategy
- ▶ Management and operation
- ▶ Financial analyses

Who are your customers ?

- ▶ The entrepreneur should research market before open your business .
- ▶ Who are your customers ?
- ▶ Where you can reach them ?
- ▶ What they have ?
- ▶ What the size of your market is ?
- ▶ Marketing research supporting success

Pricing and credit strategies

- ▶ Cost –plus pricing
- ▶ Low pricing strategy
- ▶ Beat the competition pricing strategy

Marketing

- ▶ Types of advertising
- ▶ The media
- ▶ TV
- ▶ Print media
- ▶ Outdoor advertising

Online advertising

- ▶ Using social networks such as Facebook , my space and LinkedIn.

Public relation

- ▶ You can build a positive public relation for your company through involvement to local community.
- ▶ Sponsorship of football team
- ▶ Sponsorship TV programs

Marketing Globally

Reasons for market globally

- Market expansion
- Access to resources
- Cost reduction

SMALL BUSINESS



Government should support small business







**Behind the success of
every small BUSINESS,
there is a FAMILY.**

facebook.com/shopkeepersMBA





Why Small Local B
CONTINUE TO

SURVIV

IN A WORLD OF OVER 7 BILLION PEOPLE, it's nice to know your local vendors and get that personal touch when you walk into their store.

Center for Developing small Business



At the End

- ▶ Welcome to comments