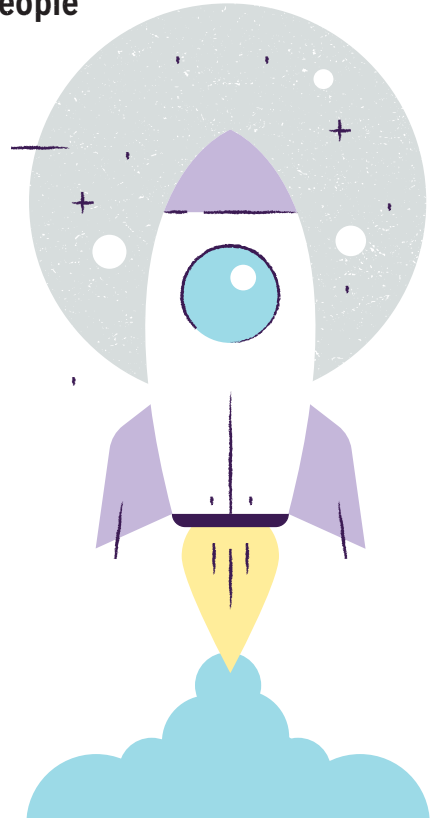
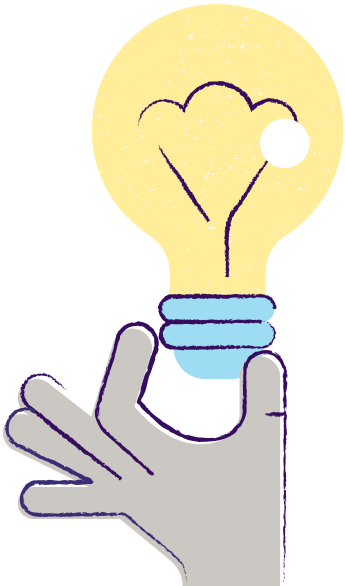


An **ENTREPRENEUR** is an individual who initiates, organizes, and operates a business venture. They take the financial risks in pursuit of potential profits. They are typically innovative, resourceful and driven individuals who identify opportunities and create value in the marketplace.

ENTREPRENEURSHIP IN SOUTH AFRICAN YOUTH SHOULD BE ENCOURAGED.

- It drives economic growth
- It brings fresh ideas
- It can grow new areas of expertise in technology
- It can harness the vibrancy and energy of young people
- It can address very specific needs
- It can assist with unemployment
- It can reduce poverty

ENTREPRENEURSHIP



LESSONS FOR YOUNG ENTREPRENEURS

| | |
|----------------------------------|---|
| WORK HARD | Work harder than everyone else around you and you will reap the rewards. |
| CHOOSE YOUR PEOPLE WISELY | <i>Surround yourself with people who are smart, passionate and hard-working.</i> |
| BE ORIGINAL | Entrepreneurship is all about being new and innovative. Unique is king! |
| TRUST YOUR INSTINCTS | <i>It's the mantra of all successful small businesses.</i> |
| CONNECT | Connect with people on all levels. Interfacing and talking is critical. People are real – not electronic creations! |
| * THE GOLDEN RULE | ALWAYS REFER TO THE FIRST LESSON. WORKING HARD ALWAYS PAYS OFF – ESPECIALLY IF YOU ARE YOUR OWN BOSS! |

what an **ENTREPRENEUR** looks like

ADAPTABLE

The world is ever-changing and entrepreneurs need to adapt and keep up with trends.



LOGICAL

Support your enthusiasm with data and research. If logic prevails, you will make the right decisions and choices

MOTIVATED AND FOCUSED

In any business venture, to succeed requires 100% commitment. Focus on all tasks at hand all the time!

CONFIDENCE

You have to have TOTAL confidence in your idea and/or product. You have to 'sell it' and promote it to the world at large.

GO-GETTER PERSONALITY

Most successful people have excellent work ethic and know that there is 'no such thing as a free lunch'!
THEY WORK HARD!

COURAGEOUS

ALL BUSINESS OWNERS TAKE RISKS IN ORDER FOR BUSINESS GROWTH. BUT IT'S BEING SMART ABOUT THE IMPULSES!

REMEMBER:

Oak trees start off as little acorns!

CREATIVE AND INNOVATIVE

This is what makes a business stand out. Being creative appeals to your consumer and employees. People like 'different' and exciting and new!

PATIENT

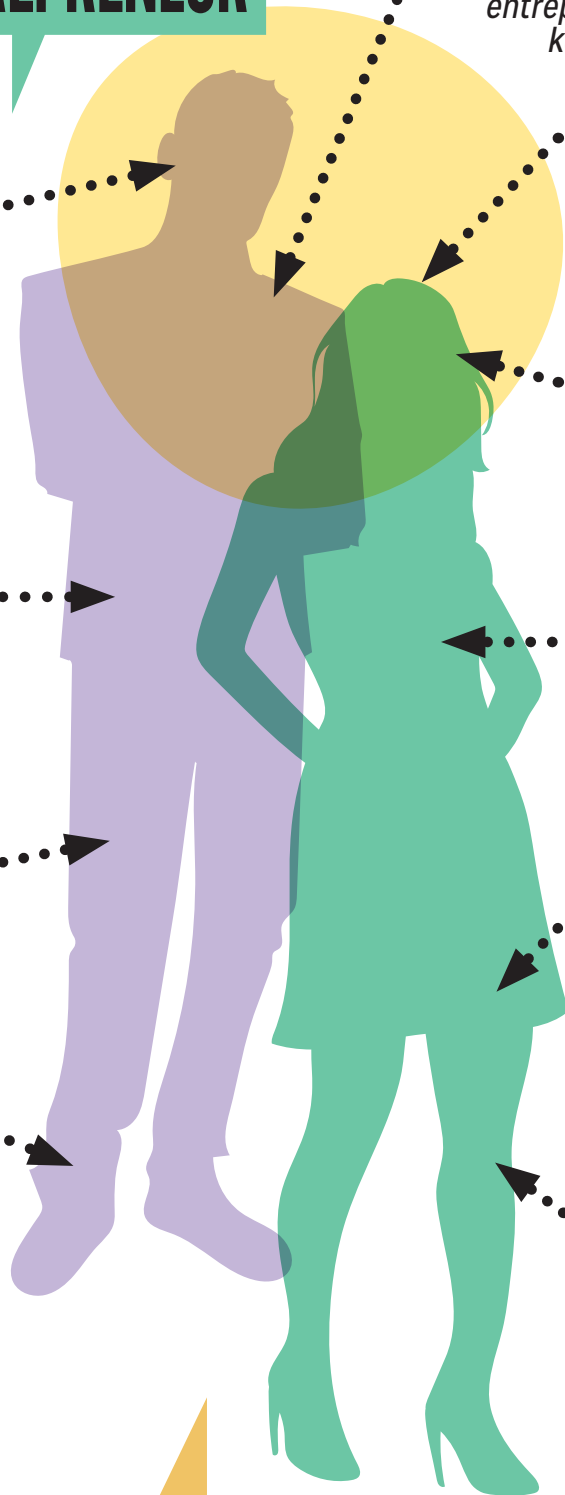
Success takes time! Success comes from long periods of hard work and sometimes many frustrations and setbacks.

PASSIONATE

IF YOU ARE PASSIONATE ABOUT YOUR VENTURE – YOU WILL FIGHT TOOTH AND NAIL TO SUCCEED.

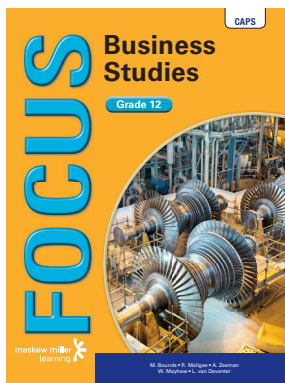
CONNECTED

Your business will succeed if you connect with people on all levels. Staff, clients and customers. Relationships are critical. Be NICE.



GOT A GOOD IDEA FOR A BUSINESS?

No matter how small the idea is, don't wait for someone to start it for you! Get cracking now! Do your homework – check out the market and see if there is room for your innovation!



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