

TYPES OF ENTREPRENEURS

SUBJECT : (ENTREPRENEURSHIP)

CHAPTER NUMBER: 2

CHAPTER NAME : An entrepreneur

CHANGING YOUR TOMORROW

TYPES OF ENTREPRENEUR

- Depending on the nature, size and types of business, entrepreneurs are classified into five categories:
- 1. **BUSINESS ENTREPRENEUR**
 - Develop business idea for new product or service
 - Establish enterprise to materialize idea into reality.
- 2. **TRADING ENTREPRENEUR**
 - Undertake trading activities.
 - Have to identify potential market to stimulate demand.
 - Push many ideas ahead of others in the form of demonstration to promote their business.

3. INDUSTRIAL ENTREPRENEURS

- Essentially manufacture products and offer services.
- Convert economic resources and technology into a profitable venture.
- Hero Motorcorp

4. CORPORATE ENTREPRENEURS

- Through their innovative ideas and skill able to organize, manage and control a corporate undertaking very effectively and efficiently.
- Usually they are promoters

5. AGRICULTURE ENTREPRENEUR

- Who undertake agriculture activities as well as allied activities in the field of agriculture
- They engage in raising and marketing of crops, fertilizers and other inputs of agriculture through employment of modern techniques, machines and irrigation.

6. PROFESSIONAL ENTREPRENEURS

- Professional entrepreneurs make it their profession to establish business enterprise with a purpose, to sell them once they are established.
- The entrepreneur always looks forward to develop alternative projects by selling the running business.
- He is not interested in managing operations of the established business.

USE OF TECHNOLOGY

1. TECHNICAL ENTREPRENEURS

- Technical by nature- having the capability of developing new and improved quality of goods and services out of their own knowledge, skills and specialization.
- Concentrate more on production than on marketing.

2. NON TECHNICAL ENTREPRENEURS

- Concerned with developing alternative marketing and distribution strategies.
- Not concerned on technical aspects.

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