

# FUNCTION OF ENTREPRENEUR

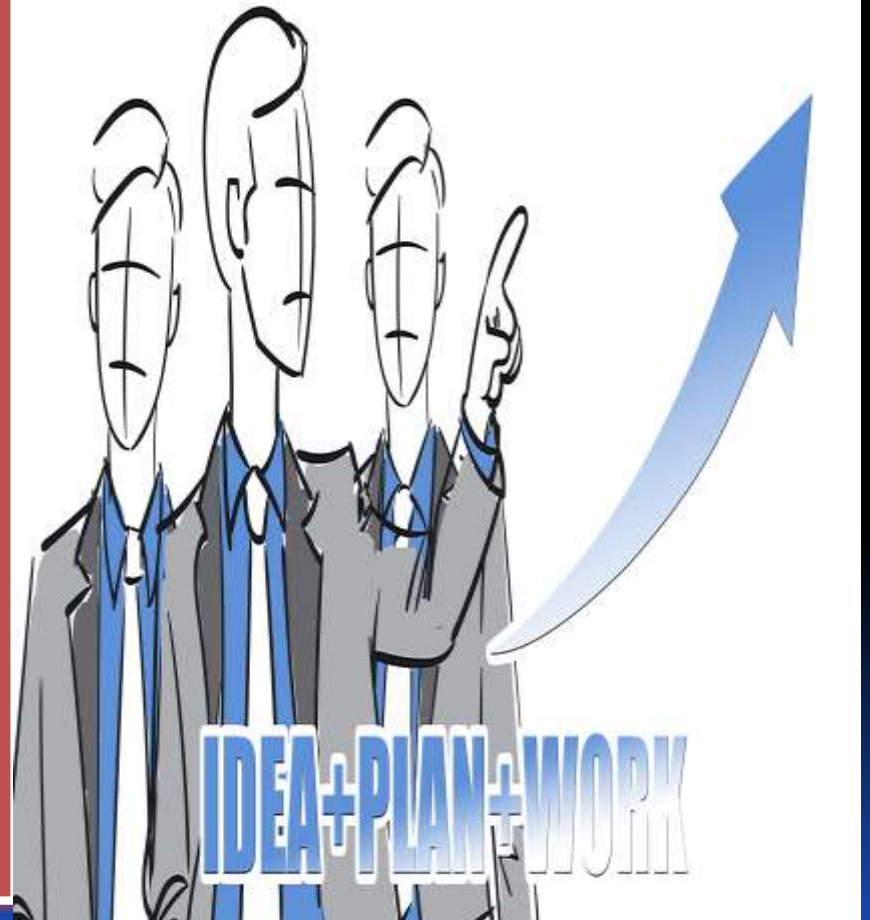
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# 1 - ESTABLISHMENT FUNCTION

## ■ Establishment Function

- a) imagine business idea.
  - \* scientific experiment.
  - \* scouting the new natural resources.
  - \* technical improvement.
  - \* alternatives.
  - \* consumer behavior.



## B) - INVESTIGATION OF THE PROPOSITION

- - \* -Government policy.
    - \* Industrial policy.
    - \* Trade policy.
    - \* Ability and skill.
  - \* Problems regarding enterprise.
    - \* profitability



# C- PROJECT PLANNING

- i- production planning.
- ii- plant & production planning.
- iii- cost planning.
- iv- financial planning.
- v- organisational planning.
- vi- marketing planning.



# D- PREPARING THE PROJECT

a) Manufacturing product

b) Production factor

c) plant layout, technique



# E- APPROVAL OF PROJECT

- Registration..
- Licence..
- Financing..



# ESTABLISHING ENTERPRISES



## 2---MANAGEMENT & OPERATIONAL FUNCTION

- a) Organising and managing the enterprises.
- Getting finance.
- Making efficient marketing strategy.
- Distributing remuneration.
- Bearing risk.





# 3- MODERN FUNCTION

- **Innovation and diversification.**
  - a) Entrepreneurship program.
  - b) produce new things, variety.
  - c) production & marketing management.
  - d) advancement of technology.



THANKING  
YOU

