

ENTREPRENEUR



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IDENTIFICATION OF ENTREPRENEUR



RISK BEARER



ORGANISER



INNOVATOR

DEFINITION OF ENTREPRENEUR

“A specialised group of persons who bear risks and meet the uncertainty .”

(Frank H. knight)

“The entrepreneur is a person who shifts economic resources out of an area of lower and into an area of higher productivity and greater yield.

(J.B.Say)



Types of entrepreneur

1. Innovative Entrepreneur.
- 2- Imitative Entrepreneur.
- 3- Fabian Entrepreneur.
- 4- Drone Entrepreneur.

innovative entrepreneur

- An **entrepreneur** is a person who discovers totally new things.
An **innovative** owner is a person who creates **innovative** products and services.
An **innovative entrepreneur** is a person who innovates the business processes in his business.
An **innovative** person is a person who is not afraid to take a risk.



imitative entrepreneur.

- Adoptive or Such **entrepreneurs**
- imitate the existing **entrepreneur** and set their enterprise in the same manner. Instead of innovation, may just adopt the technology and methods innovated by others



Fabian entrepreneurs

- **Fabian entrepreneurs :-**

are the **entrepreneurs** with the following features.

Adopt and follow conventional approaches belongs to family business Cautious Display lazy and shy behaviour Exhibit resistance to venture or risk(This can be considered as their crucial behaviour) Firm in their rigid and fundamental approach.

Drone entrepreneurs

- **Drone entrepreneurs** are those who refuse to adopt and use opportunities to make changes in production. They will not change the method of production already introduced. They will only follow traditional methods. They may even suffer losses but also they will not be ready to make changes in production.



OTHER TYPES

- ◎ Others
- Prime mover entrepreneur.
- Manager type entrepreneur.
- Indicator type entrepreneur.
- Satellite type entrepreneur.
- Local trading type entrepreneur.



Prime mover innovators :-

- Prime mover innovators are those entrepreneurs who create something new with some differences, like the production of new products, new methods of production, and new machinery and implements, new raw materials and search of the new market, etc.
- Such entrepreneurs engaged constantly to search for new improvements in their business. They are creators of new values.



Satellite Innovators :-

- ◎ Satellite innovators are such entrepreneurs who act as the supplier or the intermediary, but gradually start the business or the subsidiary industries independently.



Minor Innovators

- Such entrepreneurs who slightly act as innovators do not take innovations at a large scale but ensure the best use of the resources of the society to uplift the society.



Local Trading Innovators

- The local trading innovator is the person who keeps his business activities (**Trade, commerce, industries, and direct Services**) Limited to a particular area. He has no courage to move to another place.



Initiator Innovators

- Initiator innovators are those entrepreneurs who themselves do not perceive the innovations, but he enters the process of expansion of new innovations and participates in the diffusion process of development of the use of the innovations.





THANKING YOU