UNIVERSIDADE ZAMBEZE
FACULDADE DE CIENCIAS AGRARIAS
ABC BlendEd Project

ENTREPRENEURSHIP

Angonia, 21- 25 July

Knowledge outcomes

- Understand the essence of entrepreneurship and its importance to economic and social development of a country.
- Understand the concept of entrepreneurship, entrepreneur and small business.
- Understand and analyse a business environment
- Critically and comprehensively evaluate business opportunity and manage risks.
- Understand the entrepreneurial process.
- Evaluate challenges in coping with growth of a business.
- Understand business financing and resource requirements

Skills outcome

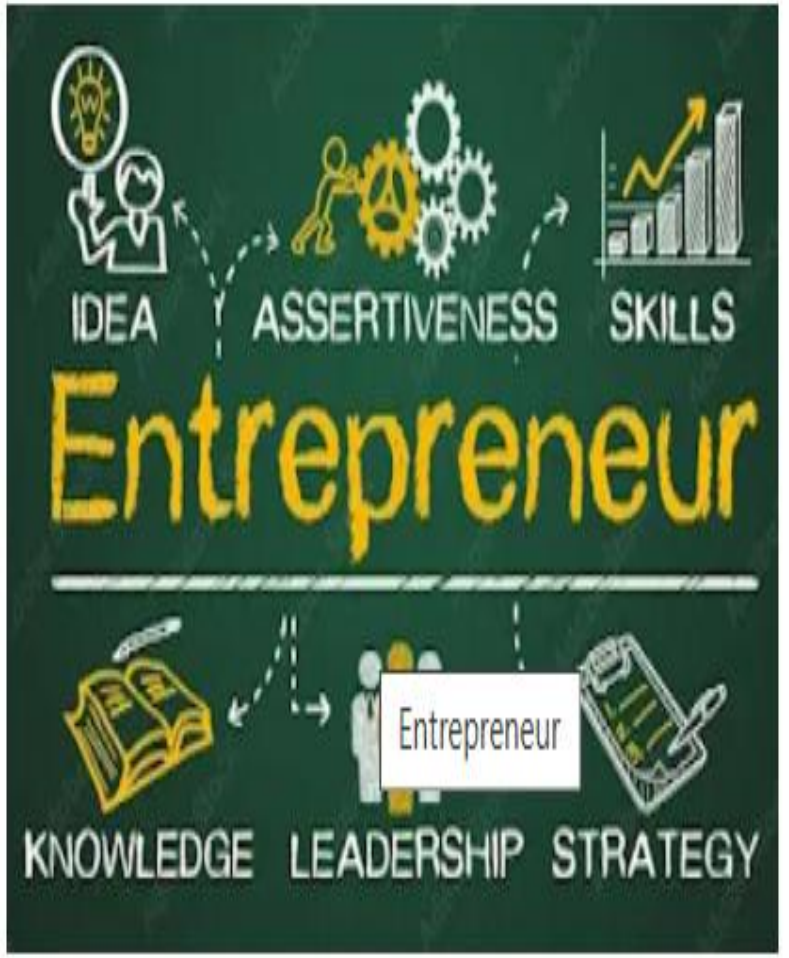
- Develop a comprehensive business plan that encompasses all the necessary ingredients of marketing, production, human resources and finance underpinned by a sound strategy and recognition of legal and regulatory requirements.

Defining Entrepreneurship

- Entrepreneurship is the **process** of creating value by bringing together a unique package of resources to exploit an opportunity.

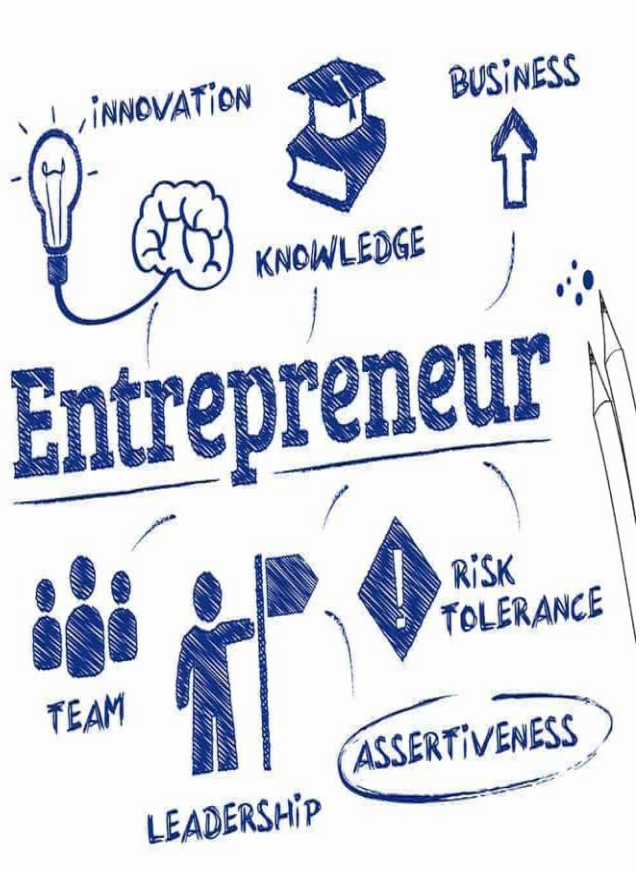
- Entrepreneurship is the **creation of an innovative economic organization** (or network of organizations) for the **purpose** of gain under **conditions of risk and uncertainty**.

- Entrepreneurship is ***creating*** *and* ***building something*** *of value regardless of resources currently controlled.*



An entrepreneur is a person who:

- sees an opportunity in the market;
- gathers resources and knowledge to create and grow a business venture to satisfy these needs;
- takes the risk of the venture (business plan);
- is rewarded with profit if it succeeds.



Entrepreneurship vs Management

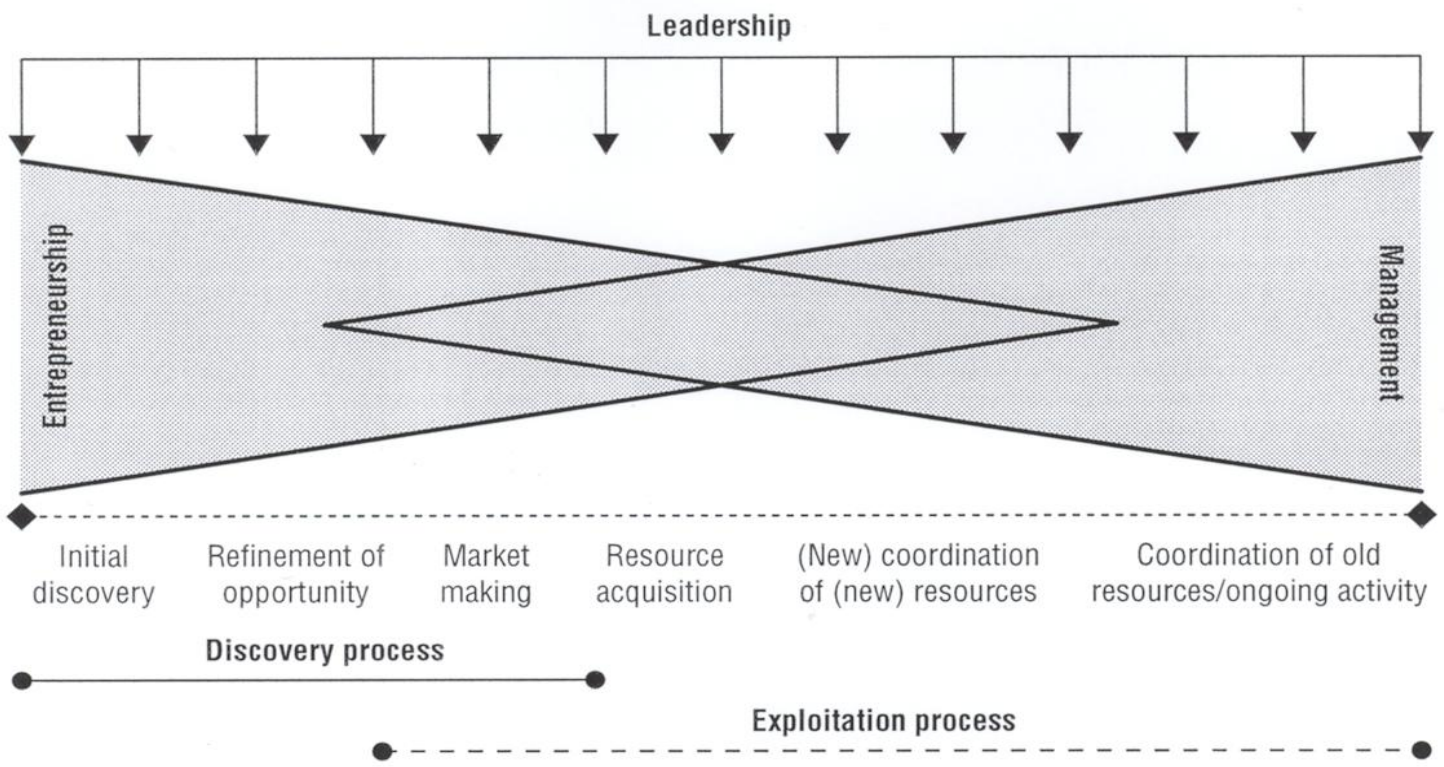
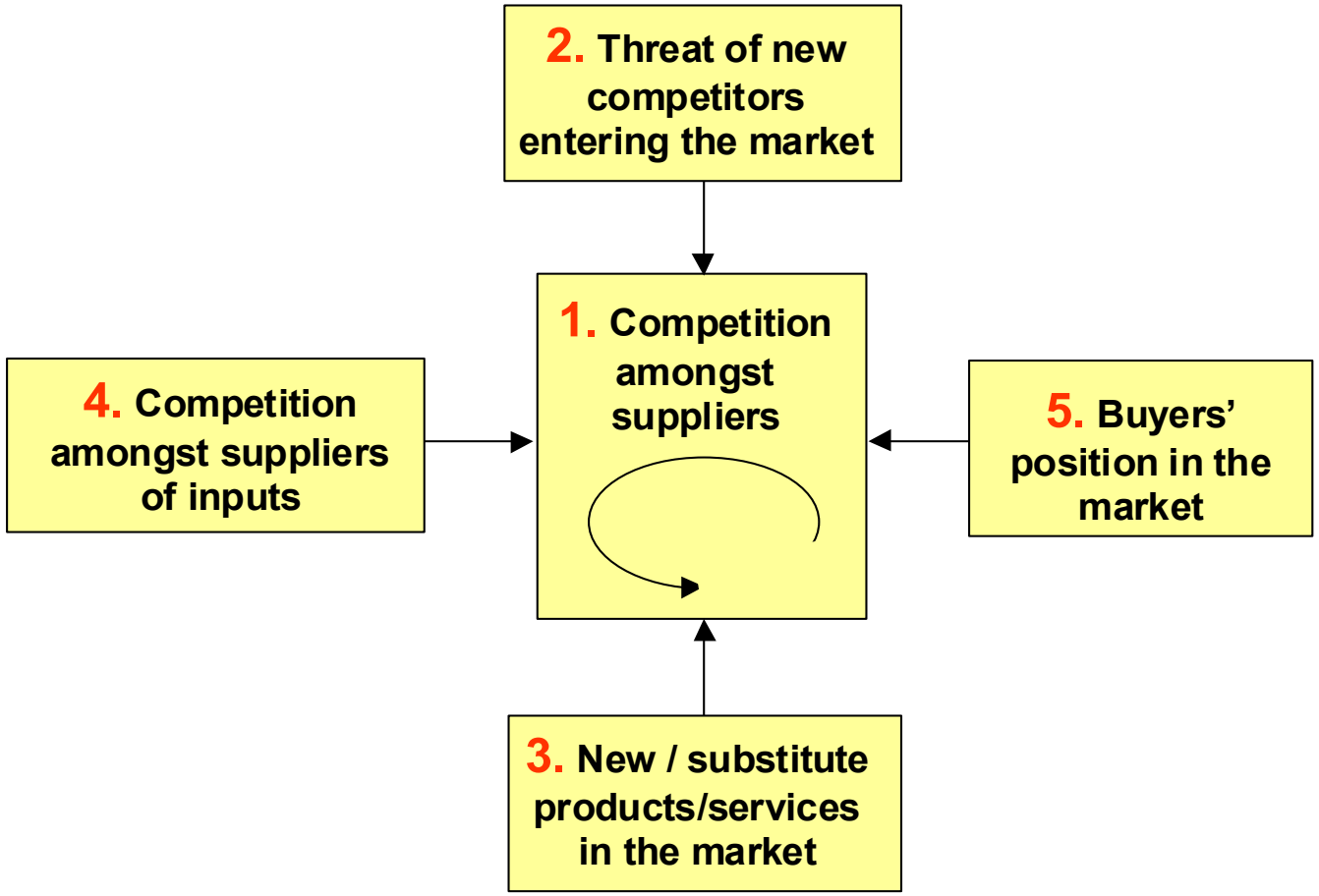


Figure 1.2 The domains of entrepreneurship, management and leadership

Porter Five Forces for industry analysis



Business Plan

- **BUSINESS PLAN**
- Title page
- Table of contents
- Executive summary (company name, Address, brief description, charts highlighting financial forecasts)
- Vision and mission statement
- Company history (for existing firms only)
- Business and industry profile (industry analysis, outlook for the future, stage of growth, company goals and objebtives)
- Business strategy (desired image and position in the market, SWOT analysis, competitive strategy),
- Company products and services (description, patent, trade mark protection, description of product process, future products)
- Marketing strategy (target market, customer's motivation to buy, market size and trends, advertising and promotion, pricing, distribution strategy)
- Location and layout (location and layout)
- Competitor analysis (existing competitors, potential competitors,
- Description of management team (key managers and employees, resume of key managers and employees)
- Plan of operation (form of ownership chosen and reasoning, company structure, decision making authority, compensation and benefits packages)
- Financial forecasts (come as appendix) (financial statement, break-even analysis, ratio analysis with comparison to industry standards)
- Loan or investment proposal (amount requested, purpose and use of funds, repayment or cash out schedule, timetable for implementation)
- Appendix

Thank You