



Centurion
UNIVERSITY

First Generation Entrepreneurship – A Case Study (Format)

Dear Mr./Ms. _____,

At the outset I want to congratulate you for outstanding contribution in creating an Enterprise for you and the society at large. We at Centurion University want to feature you as one of the Successful Entrepreneur for developing a case study for reference of professional students. I would request you to kindly spare some of your valuable time to fill this format and mail me back at the earliest possible. You may please share some photographs of personal and professional moments to us.

Looking forward to your support in making our drive success.

- **Profile of the Entrepreneur;**
 - Name of the person;
 - Qualification;
 - Date of Birth/Age;
 - Gender;
 - Spouse;
 - Work experience (if any) prior to the Business;
 - Address, Email and telephone number

- **Name of the company;**
 - Nature of Business;
 - Mission and Vision of Company;
 - Date of commencement;
 - Product/Service;
 - Area of operation (State/Country/Global level);
 - Initial investment;
 - Source of Fund at the beginning;
 - Banker/Financer;
 - Collaborator;
 - Present worth of company;
 - Present turnover;
 - Annual growth rate;

- **Description of the existing business;**

- **Evolution of the business;**

- **Biography till the beginning of the business;**

- **Why and how of this business started;**

- **Key supporters and details of their contribution;**

- **Awards and Achievement;**

- **Key factors leading to his achievements;**

- **Challenges faced and Key learning;**

- **Behavioral Aspect;**

- **Visualization of the future of the business and self;**

- **Observation of the employees, friends, teachers and family members of the entrepreneur about him/her and the business;**

- **Impact of the business (social, economic and environmental) on the neighborhood and beyond;**

- **Advices to the future generation and others;**

- **Members of social/professional organization;**

- **Any other information relating to the business;**