

# Entrepreneurial Decision Making Process

- When an individual takes a decision to start an entrepreneurial venture he leaves a comfortable and well-traded path and instead opts for a route about which although he has some idea but is not fully aware of.
- So we will discuss the factors that compel an individual to become an entrepreneur and what are the possible and desirable factors that can lead to his entrepreneurial success or failure.



# Change from present life style

- ◉ The decision to leave a career or a lifestyle is not an easy one. It takes a great deal of courage and energy to change and to do something new and different.
- ◉ Thus an entrepreneur must be ready to accept those challenges. Entrepreneurship is not like nine to five jobs. Sometimes it becomes very demanding. An entrepreneur has to work hard and give more hours than a normal job.

# Work Environment

- Sometimes work environment encourages a person to start a new entrepreneurial venture. Two kinds of work environments are particularly useful for starting a new enterprise. These are research and development and marketing.

# Disruption

- ◉ Sometimes disruption in the work environment propels an employee to look for entrepreneurial venture. It is a negative force that compels people to create something new and make a living out of it. Retirement, transfer and retrenchment forces people to start their own venture.

# Factors influencing the formation of a new venture:

- These are
- (1) Desirable factors, and
- (2) Possible Factors

# Desirable factors

- ◉ Culture:
- ◉ Subculture
- ◉ Family Traits
- ◉ Teachers
- ◉ Peers

# Possible Factors

- ◉ Government Support
- ◉ Entrepreneurial Background
- ◉ Knowledge of Marketing
- ◉ Role Model
- ◉ Financial Resources



# Reasons to start a Business Venture

- Utilization of Talent
- To take advantage of the business situations
- To earn name and fame
- Self-employment
- Pain of unemployment or underemployment
- Financial security



