

JOB TITLE:

WOULD-BE ENTREPRENEUR

JOB PURPOSE:

BECOMES AN ENTREPRENEUR

by

evaluating suitability, independent action, and hard work; considering personal attributes to be successful; taking the initiative to begin the venture; getting the business, marketing, and financial plans in writing; financing the venture; always presenting a “positive view” of the business; moving forward; never looking back.

ESSENTIAL FUNCTIONS:

% of
time

_____ **1. EXAMINES WHETHER STARTING A BUSINESS IS THE RIGHT MOVE**

by

answering “yes” to these three basic questions: Do I really want to operate independently and be the person making all the decisions and shouldering all the responsibility?, Am I willing to work hard and make the sacrifices starting a business entails? Do I have the self-confidence and self-discipline that will enable me to build my new enterprise into a success?

_____ **2. DETERMINES WHETHER “SUCCESS” ATTRIBUTES ARE PRESENT**

by

considering whether I have perseverance, the desire and willingness to take the initiative, competitiveness, self-reliance, a strong need to achieve, self-confidence, flexibility, and good physical health, self-motivation, business and industry knowledge, organization and management capabilities, marketing skill, customer/vendor relations savvy, and vision.

_____ **3. DEVELOPS A BUSINESS PLAN**

by

calculating start-up costs, projecting sales; determining ongoing cash requirements, breakeven points, and profit margins; establishing budgets.

- _____ **4. DESIGNS A MARKETING PLAN**
by
assessing competition; determining what has worked for them;
learning creative ways to establish a market niche

- _____ **5. FINANCES THE ENTERPRISE**
by
raising capital from friends and relatives; obtaining funding
assistance from the Small Business Administration; investing
personal funds; re-financing real estate debt; taking out personal
loans.

- _____ **7. GOES FULL STEAM AHEAD**
by
realizing that future pay checks depend on business success;
gathering a good team of legal, accounting, and other specialists;
obtaining media coverage for the new venture; reaching out to the
community; networking continuously; always presenting a positive
view of the enterprise; “no whining;” never looking back; staying
focused; thinking tomorrow.

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