

Business Entrepreneurs in the Making

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Abstract : The purpose of this research paper is to revise the skills of an entrepreneur in the making and to guide future Entrepreneurs into a promising future. The study presents a broader review of entrepreneurship, starting from its definition and antecedents. A well-developed original set of guidelines can help budding entrepreneurs and practitioners seeking an answer to being successful as an entrepreneur. It is a journey full of excitement, experiences, rewards, and learning. Dedication, work ethics and a never-say-die attitude will largely contribute to the success as a businessman and an entrepreneur. This paper is sharing an experience of how an entrepreneur can act as a catalyst for young minds while ensuring them that ethics and principles do pay in business when followed in true spirit and action. It is very important for an entrepreneur to enhance his product or services, marketing skills, and market share, along with providing customer satisfaction and opportunities for teams to improve their leadership qualities. To have strong employee loyalty and job satisfaction among its employees. Based on Research objectives, primarily in-depth interviews and focused group interviews were conducted as a qualitative research method. And to support this survey, questionnaires were used as a qualitative research method to explore how Indian Entrepreneurs face the challenge of the changing, volatile socio-political environment in India.

Keywords : entrepreneur, business ethics, sales, marketing

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