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# MANAGEMENT

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## INSIDE

The Importance of Entrepreneurship to Economic Growth and Wealth Creation



# Entrepreneurship: A tool for wealth creation

Wealth-Creating Entrepreneurship, Innovating Entrepreneurs and New Ventures.

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THE KENYA INSTITUTE OF MANAGEMENT

# Entrepreneurship at the Bottom of the Pyramid: A Look into Africa

The BOP concept presents a great avenue for businesses to develop opportunities and new businesses.

**BY ASIAGO EMMANUEL**

Entrepreneurship is the creation or extraction of value. With this definition, entrepreneurship is viewed as change, generally entailing risk beyond what is typically encountered in starting a business, which may include other values than merely economic ones. Entrepreneurship stems from the French word “*entreprendre*”, which means to attempt, to seek after promising ventures, to satisfy needs through the advancement and starting commercial enterprises inside or outside an established organization. An entrepreneur is one who sets up a business or businesses, taking on financial risks in the hope of profit.

Hence, the entrepreneur is one who charges heads on, somebody who gets things going. As an outcome, the entrepreneur upsets the norm and may, in this way, be viewed as a change agent. In such a limit, he/she doesn't merely work for him/herself in a little organization; however, might be employed in a considerable organization. In simpler terms, the cycle of entrepreneurship is as follows: entrepreneurship is making and building something of significant value from hardly anything; a creative human



act. It includes discovering individual energy by starting and building a venture or organization instead of merely viewing, examining, or portraying one. It requires vision and energy, responsibility, and inspiration to send this vision to different partners, shareholders, and stakeholders.

## Developing BoP Market Solutions

Business and Entrepreneurship requires the ability to face challenges

or risks, both individual in time and monetary, and afterward doing everything within reach to satisfy ones' aspirations and goals. Moreover, it includes building a team of individuals with integral required abilities and gifts; detecting and getting a handle on any chance where others see failure, mayhem, inconsistency, and chaos; and mobilizing and controlling assets to seek after the opportunity, ensuring that the endeavor doesn't run out of money when it needs most.

When coming to the business at the Bottom of the African pyramid Entrepreneurs make, advance, employ other people, and are entirely imperative to accomplishing the economy. In prosperous and wealthy nations, they have a plethora of information, lots of businesses like a commercial, fiscal, human et cetera which helps them in their endeavor and businesses. Unlike in Africa, the

Future business leaders need to intimately understand how to do business at the Base of the Pyramid, a market that is both challenging and complex

exception being unless the potential entrepreneur has connections and relations with the then ruling party, or he is the child, nephew, or a relative to well-connected government officials, his plans will not pull in any interest and financing. Financial establishments like banks lack the capacity to deal with them; revenue departments and administrations always find ways to make sure that such ventures don't prosper.

### Micro-entrepreneur as agent of development

At times we fail to remember that these individuals are drivers for de-

velopment and growth; they have plans, aspirations, energy, and the mental determination of their opinions. A hawker of candies and sweets in Nairobi's streets will open on the side of a road a 'kibanda' in a year. The kibanda will then develop into a shop that will then employ more than one individual. That is how these entrepreneurs improve our general public without the recognition they so deeply deserve. They are the family breadwinners with three, five, and at some point, ten family members living in their homes. This leads to the inquiry; who is the entrepreneur in Africa? He is not quite the same as the one in wealthy nations, or did they have the same qualities wherever they live?

The literature in business ventures traces some essential attributes to entrepreneurs. They are, among others; trailblazers, innovators, daring individuals, proactive, persevering and extremely spurred, and enthusiasts of opportunity. Imaginativeness of business visionaries and entrepreneurs dealt with how the individual is doing things that are novel, remarkable, and unique. The advancement and uniqueness aren't what is found in wealthy nations, where highly sophisticated technologies and inventions are used. Yes, setting up a shop in Githurai, Nairobi is novel as it fills the hole in terms of the needs and wants of this specific portion of the market. The business person presents a current item in a new market. A street seller of sweets and candies isn't introducing candies in the market, since they already exist; but rather introducing candies to new clients.

### Final thoughts

The primary objective to do if African policymakers want entrepre-

neurship to be essential to lessen poverty and joblessness is to set up open and set up public business incubators which are portrayed as any bureau dedicated to helping entrepreneurs to get on their feet to become established during their start-up phase. They accomplish this by giving business counsel, business assistance, access to stakeholders, market and worldwide networks, coaching, and mentoring. The jobs of these incubators are to help potential business venturers shape their thoughts from fantasy into reality. The principal point is a business plan, where the venture wants to be in the foreseeable future, what are its achievements, the means and ways that will be employed to overcome the struggles that the business may experience, and methods and strategies on the best way to defeat them.

In the long run, for Africa to escape its poverty trap, there is a need for a national development strategy dependent on assets and financing coming from generous foreign aids. This push would be a considerable investment in human and physical capital oriented to enhance the foundations, infrastructure, and human resource base as a contingency for the economic and industrial jettison of Africa. This colossal push could spread to its objectives if a chunk of this monetary aid is reserved to help possible business visionaries and entrepreneurs in Africa.

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