

Hello everyone. This initiative, dishtovo is undertaken by Directorate of Higher Education, Government of Goa for developing econtent learning in the paper Entrepreneurship development. In this module today I will be dealing with types of entrepreneurs.

The outline for today's presentation is types of entrepreneurs based on business, based on technology, Motivation. And Dahhoff classification of entrepreneurs. At the end of this module you will be able to explain the classification of entrepreneurs based on different criteria and identify the different types of entrepreneurs.

Well, entrepreneurs can be broadly classified based on business. Based on technology based on motivation and we have dannhoff classification of entrepreneurs.

The first classification that we have is based on type of business. These are further classified into business entrepreneurs. Trading entrepreneurs, agricultural entrepreneurs, industrial entrepreneurs and corporate entrepreneurs. Each one differs based on the type of business activity or the scale of operation on which they carry on.

The first type. Business entrepreneur.

These entrepreneurs develop new business opportunities by combining production and marketing resources. They identify the business opportunities in the market, convert these opportunities into productive service and market the same. Thus they may carry on production activity as well as marketing activity.

The second type of entrepreneurs under the type of business are trading entrepreneurs. These entrepreneurs, as the name suggests, are not involved in manufacturing, but are involved in trading activities. That is, they lay more emphasis on marketing and distribution. These entrepreneurs procure the goods from the manufacturers and deliver it either directly to the consumers or they may serve as a middleman, like as a wholesaler, retailer, or a dealer and through this indirect channel they may deliver the goods to the final consumer.

The next one agricultural entrepreneur. These entrepreneurs undertake agricultural activities or any other allied occupations which are allied to agriculture. Like they may be involved in cultivation of crops, marketing of agricultural produce, irrigation facilities or it could be allied occupations like horticulture, floriculture, dairy farming, etc.

The next one industrial entrepreneur. These entrepreneurs start an industrial unit they are more focused on manufacturing activity rather than the marketing activity. They convert economic resources into a considerably profitable venture. Their scale of operation is much larger than the business entrepreneurs.

And the last type of entrepreneur and the type of business are corporate entrepreneurs. Corporate entrepreneurs are ones which plan, develop and manage is a corporate body. These are individuals who get the corporate entity registered under a requisite act like a company under the Companies Act, or a

trust under the Trust Act. He may be a promoter, a Board of Director or an owner. These entrepreneurs venture into different entrepreneurial activities and create entities under one corporate body.

The next classification, or the broad classification of entrepreneurship we have is based on the technology. They are further classified or the types of entrepreneurs under technology or technical entrepreneurs, non technical entrepreneurs and professional entrepreneurs.

The technical entrepreneurs: The greatest strength of the technical entrepreneurs is the skill or the product or the technique that is used in production. Because of this unique skill and technique, he develops quality and unique products.

Now, those entrepreneurs whose technology in the process of production, which are more focused on technology, could be also classified under the technical entrepreneurs. While those entrepreneurs who are not dependent on technology can fall under this category, Nontechnical entrepreneurs or also those entrepreneurs who use imitative methods of marketing and distribution but are not focused on production with the use of technology could be also called us non technical entrepreneurs. They are not concerned, therefore, with the technical aspects of the production which they deal in.

And the last type of entrepreneur under the type of technology used are the professional entrepreneurs. These entrepreneurs are creative. They like taking up initiative. They are interested in establishing a business, but they do not have interest in managing and operating it. Once it is established.

Does this start a venture and once the venture is set up, they sell this running business to another party and with the sale proceeds establish another venture.

The next classification we have based on motivation. The entrepreneurs based on motivation are pure entrepreneur induced entrepreneur, motivated entrepreneur and spontaneous entrepreneur.

Pure entrepreneur: These entrepreneurs may or may not possess any aptitude for entrepreneurship, but is tempted by monetary rewards or profits. Now because they have they want to satisfy their ego or their social status and because they have this drive to earn or to gain these monetary rewards or profit, they venture into the entrepreneurial activity.

Next, induced entrepreneurs. Now, many of times government offers various incentives, benefits, concessions in order to boost entrepreneurship. Those individuals who take the advantage or who take the benefit of these incentives or initiatives that are given by the government. These entrepreneurs will be called as induced entrepreneurs.

Motivated entrepreneurs: These entrepreneurs have a desire for fulfillment and this desire for fulfillment is what motivates the new entrepreneurs. So they want to achieve something. They want to prove themselves. And this desire is what lead them into entrepreneurship.

So they can see the idea and because they have conceived the idea they venture into converting that idea into a product or a service. Once the product or a service reaches a stage, where in it is a physical product and a usable product. They are motivated to market the product and that is how they get into commercialization of the product. So these are motivated entrepreneurs.

Then last one under type of motivation is spontaneous entrepreneurs. Now these are entrepreneurs who are naturally talented. They are born with innate qualities like they love to take initiative. They're very confident they are bold. They are very creative. And therefore they venture into entrepreneurship.

So they always look out for entrepreneurial opportunities in terms of gap in the market. And they try to tap on this gap by converting that opportunity into a product or a service and establish a business venture for the same.

The last classification that we are going to deal in this module is Danhoff classification of entrepreneurs. Which is further classified into innovative entrepreneur, imitative entrepreneur, Fabian entrepreneur and drone entrepreneur.

The first one. Innovative entrepreneur. These entrepreneurs are adventurous, aggressive and they put attractive possibilities into practice. They like taking advantage of new opportunities so they talk, so they tap on these opportunities and convert the same opportunities into a product and service and offer the same to the market so they spend. A lot on research and development in terms of time as well as in terms of money. Imitative entrepreneurs, on the other hand, do not innovate. They copy and learn from the innovating entrepreneurs so that they do not spend much of their time and their money on research and development. These entrepreneurs copy the ideas, try to refine it. and they are able to offer the same product at a much more economical price to the market, and that is how they penetrate in the market and may gain core, a competitive advantage.

Fabian entrepreneurs, these entrepreneurs are known to be very cautious, rigid and timid. They follow the footsteps of their successes. They are very much guided by traditions and customs and religious practices. Now they do not normally like to adopt any changes, but if they feel that, or they realize that if they do not adopt this changes, the business may suffer a loss and the product may lose its marketability. In such cases, only the Fabian entrepreneurs will adopt the changes.

The last one we have is drone entrepreneurs. Now, these entrepreneurs do not like to get rid of their traditional business and the traditional ways of their operations. So basically they are normally into a traditional business. So they have a very emotional connect with their business and therefore they are not willing to make any changes. Now, even if the product has lost its marketability, the business may suffer a loss. They know that their business is running towards a loss, or it has completely lost its niche in the market. Still, these entrepreneurs will not want to adopt any changes in the business or make any changes in the business.

Thank you.