

5.4 ENTREPRENEURSHIP

“When faced with a mountain, I will not quit! I will keep on striving until I climb over, find a pass through, tunnel underneath – or simply stay and turn the mountain into a gold mine, with God’s help!” (Robert H. Schuller).

- Are you an entrepreneur?
- Characteristics of entrepreneurs
- Macro and micro scenarios
- Formulating vision, mission and objectives
- Product range
- Writing a business, marketing and image building plan
- Logistical aspects
- Policies, procedures and administrative systems
- Finances
- Choosing the correct team
- Creating a market advantage
- Keeping your business alive