

# EMS - GR 7 - WORKSHEET 1

## **THE ENTREPRENEUR**

People who start businesses and work for themselves are called entrepreneurs. These people have certain recognisable skills and characteristics.

### **CHARACTERISTICS OF ENTREPRENEURS:**

Vision – imaginative insight

Determination – being resolute, does not give up

Responsibility – capable of rational conduct

Independence – being self-reliant

Creativity – being inventive

Adventurous – venturesome

Taking risks – not scared to take chances

Energetic – vigorous

Enthusiastic – great eagerness and 'can-do' attitude

Helpful – provides what is needed

Flexible – adaptable

Adaptability – able to change to situations

Perseverance – does not give up

Expressiveness – able to communicate

### **SKILLS OF ENTREPRENEURS:**

Solves problems – finds solutions to problems

Makes decisions – decides on things

Set goals – decides where the business is going and wants to achieve

Plans properly – takes all factors into account when planning (organises people and things )

Communicates well – gets messages across clearly

Networks – finds relevant connections

Raises funds or resources – gets money and materials

Works in a team – co-operates with other people

**ACTIVITY 1 :** Read the following article about the special qualities of entrepreneurs and answer the questions that follow:

### **Thope Lekau's story**

For people in townships, getting involved in tourism not only offers a rewarding cultural exchange, but the promise of a better life. That is what inspired the dynamic Thope Lekau to start Kopanong B&B in Khayelitsha, Cape Town. The name means "where the world meets". "I didn't know much about the industry I was venturing into," says Thope, "but I was very curious." From humble beginnings in 1999, Thope has expanded her business into catering, tour guiding and tourism development consultancy work.

After returning from studying in the USA, Thope took a course to become a tour guide, studied tourism at university and won an award for outstanding service in the tourism industry. "My advice to women who want to start their own business is to have passion," she says. "This is not an easy business; it is not a quick money maker. You always have to be ready to face your guests, and you have to have rigorous standards."

### QUESTIONS

1. Did Thope have any special training before starting her B&B business?
2. a) What are 'rigorous standards'? Use a dictionary to look up the meaning of each word. Write down what the phrase means.  
b) What does this say about the quality of service an entrepreneur should provide?
3. Thope says she did not know much about the industry in which she chose to start her business. What characteristics did she have that opened her to learning?
4. What did she do to become better trained for this business venture? In what way will this help her in her enterprise?
5. a) What are some of the difficulties she encounters with her business?  
b) Which characteristic does she say you need in order to start your own business?  
c) Which characteristic enables you to persevere (not give up easily) with a business?

**ACTIVITY 2:** Identify entrepreneurs in your community.

1. Identify TWO entrepreneurs in your community. State what they do and which resources they use.
2. Describe the entrepreneurial characteristics and skills of these entrepreneurs.
3. a) Make a list of each of their characteristics and skills. Compare their qualities.  
b) Do they have many qualities that are the same?  
c) In what way are they different?