

Developing an Entrepreneurship Program

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Abstract: This study was developed to create an entrepreneurship program for those who are willing, interested, with initiatives and the drives to enhance their quality of life, specifically in times of critical situations like pandemic. The author used a qualitative type of research applying the grounded theory among the 25 participants from different walks of life. The study came out that in order to establish a business the following steps must be observed and strictly followed. These steps in developing an Entrepreneurial Activity are the Know thyself, Create a distinct market niche, Test thy new business idea and Clarify thy vision and mission.

Key words: Entrepreneurship, Know thyself, distinct market niche, new business idea, Grounded Theory

Introduction

There are three basic elements to satisfy the needs of a human: the air, water, and food. As an observation among human, he cannot live more than ten (10) seconds without breathing, above seven (7) days without drinking any fluid, and forty (40) days without eating any food.

This article will discuss more about food since air is most abundant elements that human can consume at any time definitely for free unless people are using air-conditioning unit with humidity control and purifier for clean breathable air, for which it becomes a luxury and costly. It is the human who made air expensive for them to consume, likewise, water is abundant on earth and most of the time free to consume even though water, however, for the last twenty (20) years, became a profitable business everywhere in the world because of the idea that water need to be purified, to eliminate some of the unnecessary elements derived from its source. Some of it had undergone processes such as reversed osmosis to purify, other had undergone distillation and some were demineralized or mineralized before bottling for the peace of mind and satisfaction of people who consume it. Processed water contributed to the economic activities of a nation that creates a lot of employment and contributed to the nation's taxation.

The same notion applied to food, like air and water, is very essential for human for survival and to unceasingly enjoy life to the fullest both for nourishment and gourmand experience. Food serves as one of the elements to nourish the physical body and mind that eventually affects positively or negatively the mental abilities, intelligence, emotional well-being, and the reaction to adversity of any human. Basically, food remain the number one nourishing element that a human need to allow for a continuous functioning of his mind, heart, physical body and even his spirit.

Particularly for the last three months when the enhancement community quarantine (ECQ) has been imposed by the government wherein clean air, clean water and clean food becomes essential to increase bodily resistance to fight off infection caused by the Covid-19 and to remain healthy. But of course, with the necessary phytosanitary precautions needed as required by the trade and health authorities since all of us are encountering problems when it comes to availability of potable water and nutritious food supplies.

As an observation supported by interview with the people within the community, there has been a sudden dropped or shortage in supply of food and water in most of the market places and groceries brought about by the panic-buying of people in the fear of losing stocks and non-availability food items to purchase due to logistical and delivery disruptions. Well, it goes with the principle of Market Demand and Supply, but the reality behind this, is the mindset of the people on stockpiling foods available in the market to save their own families and maintain their supplies and hope amid pandemic. Government assured the people that supply of foods and other necessities are enough for the people not to panic and allowed issuance of quarantine pass for one person in every family that can go to the market or groceries to buy limited stocks of food to avoid hoarding

As a result, most of the Local Government Units (LGU) in the country implement the idea to bring the market (ambulant vending) to the households to avoid physical contacts with the crowd in the groceries and markets places. This will also ensure fresh produce goes directly to communities, farm to household idea. This is one of the strategies of the national government as well, under the community quarantine period. And it is also considered as the new normal in the producer’s market scene. Quite logical even if the prices of the commodities are higher than expected, it is much better tradeoff than acquiring the corona virus and spend hundreds of thousands of pesos just to recover from suffering. We might as well spend certain amount of money on the increase of prices on foods and basic necessities to maintain and improve the health conditions of the individuals nourishing food than on medicine and hospitalization.

In my interview with the community under quarantine, thirty (30) percent are doing the micro-businesses to quite smaller businesses even before the pandemic and another twenty (20) percent additional people are beginning to invest into ambulant vending out of 100 respondents aside of course from the concept of on-line selling which is more abundant than those who are engage in ambulant vending. According to the respondents, door to door selling of basic necessities are more beneficial to both the sellers and the consumers than going to the market places. The following are the benefits and drawbacks of the strategy.

Sellers

Benefits:	Drawbacks:
Generates unlimited income	High risk to virus exposure
Acquisition of new investment	Limited products to offer
Extends social affiliations	Tiring from continuous roaming
Enhances the customer servicing skills	Too much effort is needed
Prestige	Exposure to varying weather conditions
No specific time frame	High risks

Buyers

Benefits:	Drawbacks:
Saves time and effort	Selected/limited product selection
Avoiding crowds	High prices
Safe from possible virus acquisition	Danger of acquiring virus from the sellers
Limits from environmental exposure	Limited items (small amount)
Avoids the impulsive buying	Poor food quality items

Whether we like it or not this is really the scenario of the new normal once that the Pandemic has ended and the quarantine has been lifted. This is also the scenario in the market places as an alternative from the on-line selling of which product cannot be seen physically so the risk of purchasing the wrong item is very high and cannot be returned once open. This strategy will last for more than a decade unless in just a few years of at least 5 years, ambulant bending will prevail and will generate income to a certain extent who will adopt the principle.

According to the survey people are already encouraged to sustain their lives, invest into ambulant bending wherein, effort and small amount of money will be involved even if high risks is at stake. At this time of pandemic, survival is the most important thing to consider. So might as well enter into and realize the advantages of getting into micro to quiet small-scale business than sorry after. Since ambulant bending is no longer applicable to those who are involve to street foods but to other basic commodities that people really need to be able to sustain their existence. This is the most sagacious idea that most of the respondents have since it is the easiest yet luxurious in terms of time frame to begin the investment. At the end, the people will be the one benefitted with this idea as well as the government thru taxes they will be generating form the businesses the people are thinking.

On Entrepreneurship Idea

This idea gave the author the rich idea on how to start a business in line with the ambulant bending as a response to the augment the sudden decrease of the economic activities of the world, the Philippines to be more specific since that Filipinos are already losing hope on how to maintain their lives in sustaining their health as well. This is also a very good start to create a concept on entrepreneurship dealing on how to start a business in line with food industry. It is the right time for the people around the world to start creating entrepreneurship activities as a form of livelihood program on their own that eventually once used to its and became familiar with the operations would think of a bigger and wider in scope. Remember that all big things started from small and sometimes micro in nature like a mustard seed which is considered a tiny dust-like that grows bigger. Actually, the biggest tree of all plants of which even birds can create nest from its branches and twigs.

The question is, what are the steps to take to be able to start an entrepreneurship program? What to prepare? How to prepare? how much to prepare? And with whom and for whom to prepare?

The following steps are to be realized to come up with entrepreneurial activity program.

1. Know thyself
2. Create a distinct market niche
3. Test thy new business idea
4. Clarify thy vision and mission

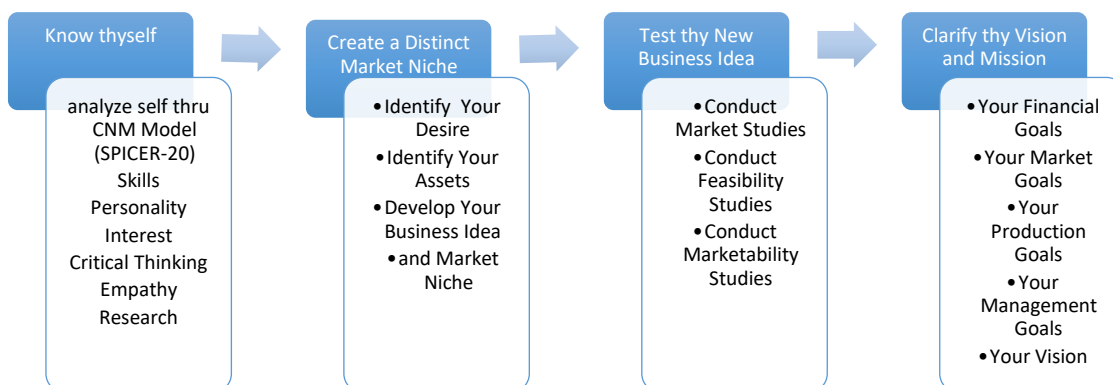


Figure 1. Steps in developing an Entrepreneurial Activity

Know Thyself

The appropriateness of an activity or program will always be dependent on the capability and ability of a person or of an entrepreneur on the technical know-how towards realization of his goals and objectives. The applicable leaning and intuitions are always the bases in honing the very holistic person once applied and continuously applying the concept in real-based scenarios specifically in enriching his Skills, Personality, Interest, Critical Thinking, Empathy and Research (SPICER).

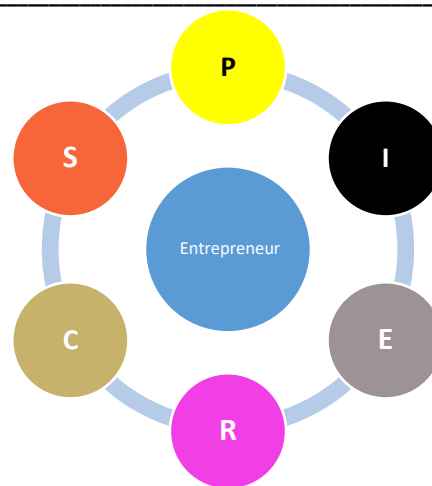


Figure 2. Characteristics of an Entrepreneur

Skills

Preparation is one of the most difficult steps in doing a business or in an entrepreneurial world. Specially if a person does not know what to prepare, how to prepare, when to prepare and with whom to prepare. Knowing and understanding oneself needs a lot of preparations which involved the HEART as the characteristics that individual should possessed. The HEART means, **H** – Holographic, **E** – Eagle-Eyed, **A** – Abloom and **D**-Dainty.

Acquisition of being holographic needs a lot of exercises in relation to all possible problems that an entrepreneur would be encountering in the process or course of doing a business from the idea generation to strategic implementation. Holographic in a sense that he should be visionary and can visibly seen himself successful in the business he is operating. Supported by being an eagle-eyed individual from the perspective of the stakeholders from a far. This the possibility of seeing the business free from whatever problems, issues, and predicaments be encountered ahead of time by analyzing the past present and future of the industry where his business operates.

Once that an entrepreneur successfully evaluates his capability of seeing his future in the business world, he should create an ambiance conducive in operating a business. The most inviting environment should be created for all stakeholders, the customers, affiliates, employees, partners and the government specifically in complying with the necessary requirements to make it legal and ethical. This is exactly what it means Abloom, as a matured individual doing the right thing, at the right time, the the right place with the right people around that once done perfectly, it will radiant as if lighting like a fluorescent.

Being a holographic, eagle-eyed and abloom make sense to became so appealing not only to members of the organization but of all the stakeholders around which include the positive vibes that makes the business so light and enduring. That exactly the characteristics of an entrepreneur, being dainty. An exquisite personality that can development magnificent and lovely environment because of the reflections from within.

Personality

The total person is need to become successful in the field of business. It is one of the most important characteristics that a person should possessed to be able to combat all possible hindrances he may encounter in the process or in the course of doing business. It follows the CNM model of having a good heart HEART which stands for **H** – Harmonic, **E** – Eager, **A** – Abiding, **R** – Radiant, and **T** –Thoughtful.

Interest

The drives that a person should sustain that reflects the eagerness to succeed in the fields where community and society as a whole will be benefitted. A characteristic that enable the entrepreneur to continuously fly to a certain high to establish a name in the industry. The same energy that brought successful businessmen to realize their goals and objectives in relation to their vision of extending help the bigger community by creating jobs and eventually contribute to the economy of not only his country but of course of the entire world.

Critical Thinking

The characteristics that delineate successful individuals from the rest in the sense that he not used to consider only good but qualifying what is good for the entire community. This way a person thinks a lot outside the box by analyzing the entire environment and situation and create a sound effective and efficient decision from the collated information. The very same strategy that will make the business distinct from the rest in the same industry.

Empathy

An entrepreneur should not only put his feet into the shoes of others but his presence in assisting those who are in need. In other words, he should always be ready to approach those people who really intend to learn in the same way the entrepreneur does is responsibilities and utilize to the fullest all possibilities that the strategy dictates and some are extends more once that the strategy wasn't good enough to fulfill his objectives. It follows the CNM model on how to become emphatic the way extra ordinary entrepreneurs do in specially in using his HANDS. It stands for **H** – Habitual, **A** – Aesthetical, **N** – Nurturing **D** – Dauntless, and **S** – Stupendous.

Research

To be able to continuously compete and sustain its business operations, entrepreneur should do a lot of research of which considered as the best strategy not to be left behind by its competitors. And also to keep the operations sound innovative and adoptive with the latest, to keep abreast. This is also considered as the best tool to create something new to keep the customers intact and loyal in providing them the best possible products that suits their needs and wants.

Create a Distinct Market Niche

The way to create a sound marketable, an entrepreneur should observe and must satisfy the following questions in creating a distinct market niche.

Identify Your Desire

- a) What excites me most about my life and work?
- b) What infuses me with energy?
- c) What do I love to do?
- d) What do I really want to do?
- e) What am I really good at?

Identify Your Assets

- a. What are my unique talents and skills?
- b. What work-related or personal experiences have helped me develop these special abilities?
- c. What achievements best illustrate my special talents and abilities?
- d. What potentially useful contacts have I made through previous jobs or other activities?

Develop Your Business Idea and Market Niche

Three questions to satisfy the process

- a. What to produce?
- b. For whom to produce?
- c. How and how much to produce?

Test thy New Business Idea

1. Conduct Market Studies
2. Conduct Feasibility Studies
3. Conduct Marketability Studies

Clarify thy Vision and Mission

Requirements for Vision and Goal Formulation

S – Simple

M – Measurable

A – Attainable

R – Realistic

T – Time bounded

1. Clarify Your Financial Goals
2. Clarify Your Market Goals
3. Clarify Your Production Goals
4. Clarify Your Management Goals
5. Clarify Your Vision

