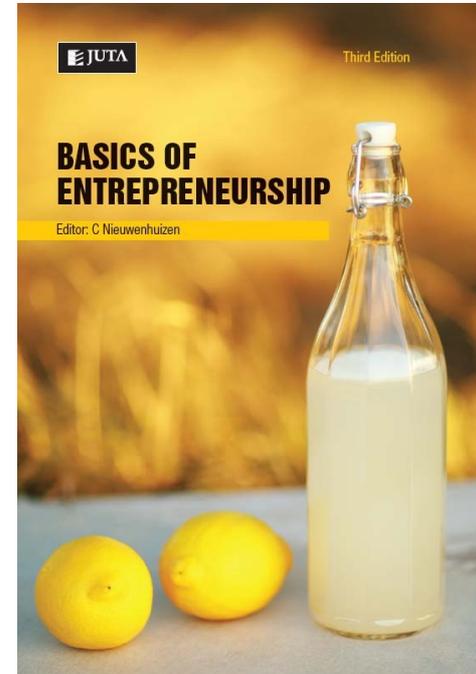


Basics of Entrepreneurship 3e (WebPDF)

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About this Publication:

Basics of Entrepreneurship is a theoretical as well as practical guide to how to develop business ideas to establish an enterprise. Drawing on their personal experience as entrepreneurs, business advisors and subject specialists, the authors aim to:

- provide a comprehensive introduction to the world of business and its most important role-player – the entrepreneur
- provide a comprehensive introduction to the world of business and its most important role-player – the entrepreneur explain basic business concepts to ensure understanding of the business environment and business in general
- illustrate what successful entrepreneurs do and what contributes to successful entrepreneurship
- demonstrate the steps in the entrepreneurial process – the feasibility study, the viability assessment and the development of a business plan.

The most important and essential business management functions relevant to a start-up and new business are addressed in this book. These include: marketing, finance, operations, human resources and purchasing. The authors use an accessible approach to guide readers to be positive yet critical, creative yet practical in their search for business ideas, and ultimately to research business ideas thoroughly to ensure profitability.

Contents Include:

- Chapter 1 : Basic business concepts and business environment.
- Chapter 2 : Entrepreneurship and small, medium and micro enterprises (SMMEs) in perspective.
- Chapter 3 : The identification of feasible business ideas.
- Chapter 4 : The viability of a business idea.
- Chapter 5 : The business plan.
- Chapter 6 : Product decisions: the offering to our customers.
- Chapter 7 : Price: how to determine what to charge.

Chapter 11: Operations management.

Chapter 12: The human resource function.

Chapter 13: An introduction to financial management for entrepreneurs.

Chapter 14: Financing the capital requirements of a small business.

Chapter 15: The break-even analysis.

Chapter 16: Budgets

Of Interest and Benefit to:

- Second-year macroeconomics courses
- Second or third year macroeconomic policy courses
- MBA macroeconomics courses and practicing economists