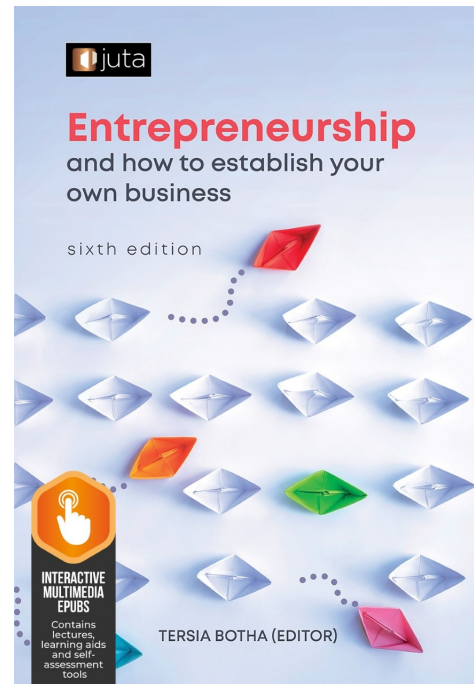


Entrepreneurship and How to Establish Your Own Business

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About this Publication:



Contents Include:

- Entrepreneurship and small, medium and micro enterprises (SMMEs) in perspective
- Basic business concepts and the business environment
- The identification and development of business ideas
- The viability of a business idea
- The business plan
- Setting up a business

Of Interest and Benefit to:

The book is ideal for undergraduate students in the field of entrepreneurship and small business management. Owners of small businesses, aspiring entrepreneurs and any person with an interest in understanding how a business is successfully established and managed will also find it invaluable in providing guidance on the intricacies of becoming a successful entrepreneur.