



# MENGANALISIS PILIHAN BERWIRAUSAHA

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# **Taking the entrepreneurial option**

Who becomes an entrepreneur?



# The inventor

The inventor is someone who has developed an innovation and who has decided to make a career out of presenting that innovation to the market. It may be a new product or it may be an idea for a new service. It may be high-tech or it may be based on a traditional technology.



# **The unfulfilled manager**

Life as a professional manager in an established organisation brings many rewards. It offers a stable income, intellectual stimulation, status and a degree of security. For many people, though, this is still not enough. The organisation may not offer them a vehicle for all their ambitions: for example, the desire to make a mark on the world, to leave a lasting achievement, to stretch their existing managerial talents to their limit and to develop new ones. It may simply not let them do things their way. Such a manager, confident in their abilities and unsatisfied in their ambitions, may decide to embark on an entrepreneurial career.

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# **The displaced manager**

The increasing pace of technological and economic change means that managers are likely to make an increasing number of career changes during their professional lives. Restructuring trends such as 'downsizing' and 'delaying' mean that unemployment among professional groups is increasing in many parts of the world. This increases the pressure on managers to work for themselves and one possibility is to undertake an entrepreneurial route. The severance package which may be offered by their organisations (often supplemented with training and support) can sometimes facilitate this possibility.

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# **The young professional**

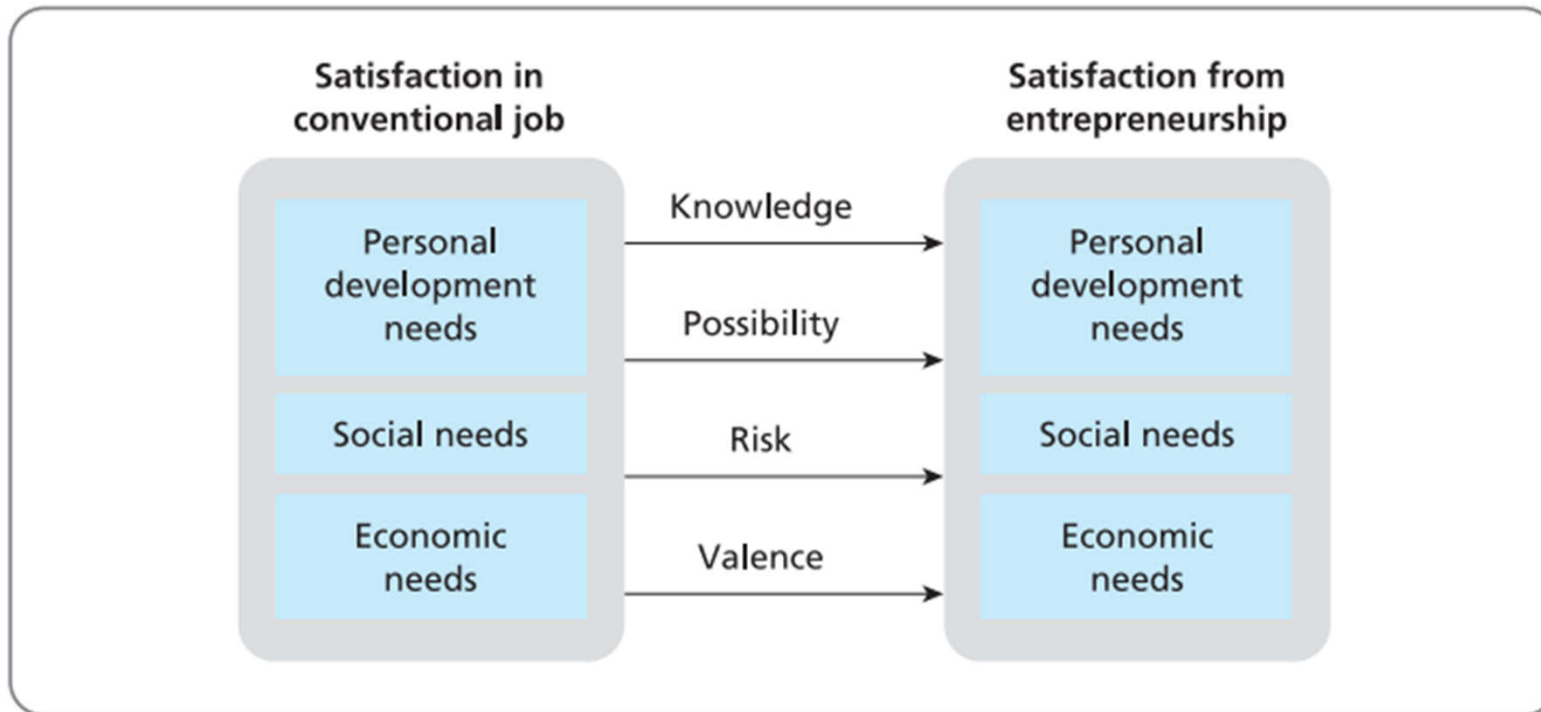
Increasingly, young, highly educated people, often with formal management qualifications, are skipping the experience of working for an established organisation and moving directly to work on establishing their own ventures. Despite some very high-profile success stories, not least with internet ventures, such entrepreneurs are often met with suspicion. There may be a concern that whatever their 'theoretical' knowledge, they lack experience in the realities of business life. While youthful enthusiasm may hide a lack of real acumen, the young entrepreneur should not be dismissed out of hand



# The excluded

Some people turn to an entrepreneurial career because nothing else is open to them. The dynamism and entrepreneurial vigour of displaced communities and ethnic and religious minorities is well documented. This is not because such people are 'inherently' entrepreneurial; rather it is because, for a variety of social, cultural, political and historical reasons, they have not been invited to join the wider economic community. They do not form part of the established network of individuals and organisations. As a result they may form their own internal networks, trading among themselves and, perhaps, with their ancestral countries.

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**Figure 5.4** A model of the move to entrepreneurship



**Table 5.1 The potential of entrepreneurial and conventional careers to satisfy economic, social and personal development needs**

	Entrepreneurial career	Conventional career
<i>Economic needs</i>	<p>Can offer the possibility of high financial rewards in the long term</p> <p>However, income may be low in early stages and risks are high</p>	<p>Financial rewards typically lower, but secure and predictable</p> <p>Risks are relatively low</p>
<i>Social needs</i>	<p>Entrepreneur creates organisational change</p> <p>A great deal of freedom to create and control network of social relationships</p> <p>Social status of the entrepreneur usually high</p>	<p>Established organisation usually provides good stage for making social relationships</p> <p>Manager may have only limited scope to control potential of social relationships formed</p> <p>Social status of manager variable</p>
<i>Personal development needs</i>	<p>Entrepreneur in control of own destiny</p> <p>Possibility of creating an 'entire new world'</p> <p>Venture may be powerful vehicle for personal development and expression of personal values</p> <p>However, this is dependent on success of venture</p>	<p>Good potential to pursue personal development</p> <p>However, the direction of personal development may need to be compromised to overall organisational objectives and values</p> <p>Career options limited and subject to internal competition</p>

# **Discussion point**

**Compare and contrast the issues in taking the entrepreneurial option between a new startup and a management buyout.**



# REFLEKSI

- Informasi penting hari ini

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- Manfaat penting dari informasi penting hari ini

- Tindak lanjut yang dapat saudara lakukan
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Thank You