



TIPE PENGUSAHA

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Types of entrepreneur

Classification of entrepreneurs into different types provides a starting point for gaining an insight into how different types of entrepreneurial ventures work and the disparate factors underlying their success. This provides important insights to researchers of entrepreneurship, investors wishing to judge the opportunity to invest in new ventures, governments developing policy to support entrepreneurs, and to entrepreneurs themselves when creating strategies for their ventures

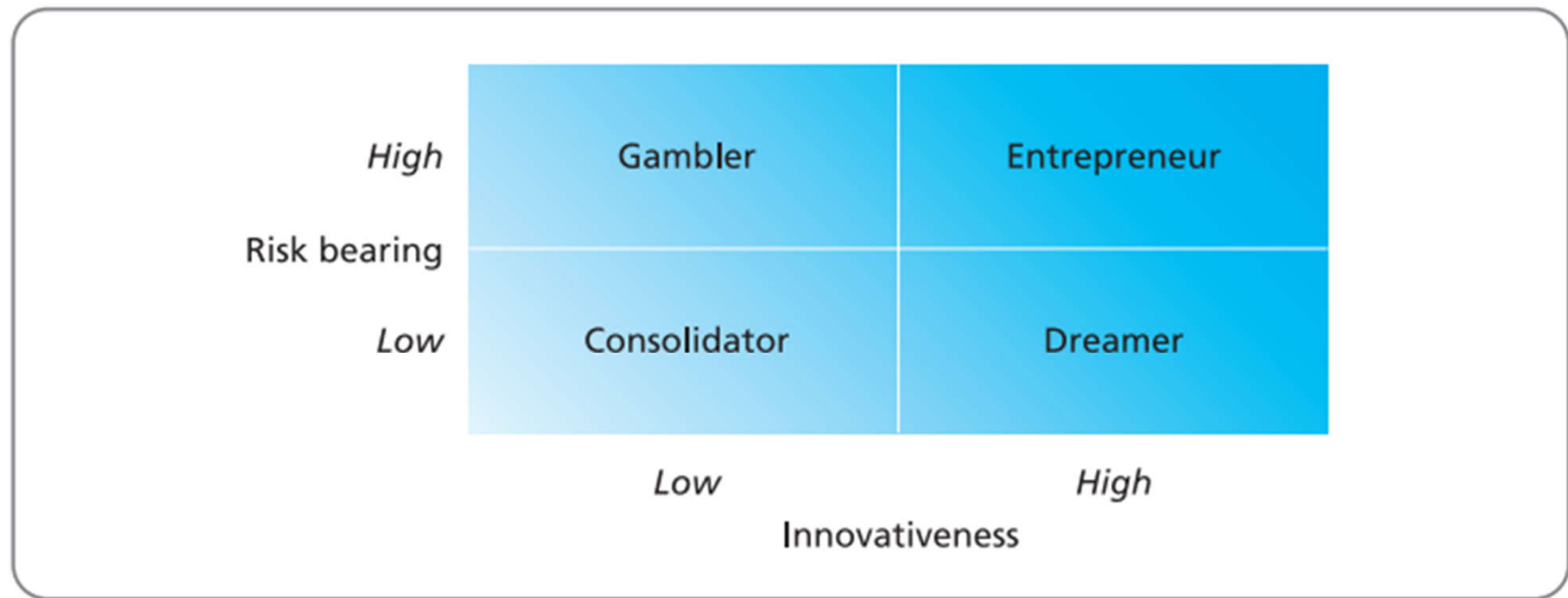


Figure 2.1 Landau's classification of entrepreneurial types

The gambler is the entrepreneur (or better, his or her venture) characterised by a low degree of innovation and a high level of risk. The gamble, of course, arises from the fact that without a significant innovation, the entrepreneur is taking a big chance in being better able to deliver value than existing players in the market.

The consolidator is the entrepreneur who develops a venture based on low levels of both innovation and risk. This consolidates in that it is really, at best, a marginal improvement on what existing players are doing. Although risks are low, so too must be expected returns.

The dreamer is the entrepreneur who attempts to combine a high level of innovativeness with low risk.



Serial and portfolio entrepreneurship

The motivations of entrepreneurs are many and varied. As will be discussed in more detail later, entrepreneurs are driven by a desire for autonomy, prestige and a sense of achievement as much as, if not more than, by a desire to make money.



- **Defensive serial entrepreneurs** are those who undertake subsequent ventures because of a forced exit from an earlier one. This need not be because it failed. It could be because the venture was sold, or floated on the stock market to pay off venture capital investment.



- **Opportunist serial entrepreneurs** are those who undertake subsequent ventures because they perceive the opportunity for financial gain, perhaps on a short-term entry–exit basis.



- **Group-creating serial** entrepreneurs are those who undertake serial entrepreneurship because creating a number of businesses is fundamental to the strategy they are pursuing.



Entrepreneurship and small business management: a distinction

Both small business management and entrepreneurship are of critical importance to the performance of the economy. However, it is useful to draw a distinction between them since small businesses and entrepreneurial ventures serve different economic functions.



A classification scheme for entrepreneurial ventures

Nascent

Planning to start a new venture. Venture not yet initiated.

Singular

Running a single venture

(Novice in early stages)

Opportunist

Look for profitable deals

Craft

Utilise personal skill or knowledge

Growth orientated

Grow business by increasing range of deals

Independence orientated

Seek merely to retain independence

Expansion orientated

Grow business by expanding craft production capacity

Income orientated

Seek merely to provide steady income for self and family

Serial (or habitual)
Involved in running more than one business

Sequential
Running only one business at any one time. Leave one business before starting next

Defensive
Start new business after (forced) exit from initial business

Deal
New business obtained through acquisition of extant business

Organic
New business initiated and grown from scratch

Opportunistic
Leave initial business and start new business because of perceived better opportunity

Deal
New business obtained through acquisition of extant business

Organic
New business initiated and grown from scratch

Portfolio
Run more than one business at one time

Opportunistic
Add on new business because of perceived financial opportunity. No real strategic consideration

Deal
New business obtained through acquisition of extant business

Organic
New business initiated and grown from scratch

Group
Add on new business because of perceived strategic opportunity. Long-term synergy between existing and new business

Deal
New business obtained through acquisition of extant business

Organic
New business initiated and grown from scratch

TASK



REFLEKSI

- Informasi penting hari ini

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- Tindak lanjut yang dapat saudara lakukan
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Thank You