PERAN PENGUSAHA

(Lanjutan)

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Maximising investors' returns

Investors will certainly look around for entrepreneurs who create successful and profitable ventures, although the view that entrepreneurs in the real world act simply to maximise shareholders' returns is questionable.

Entrepreneurship, like all management activity, takes into account the interests of a wide variety of stakeholder groups, not just those of investors.

Nor is it evident that investors demand that a firm maximise their returns whatever the social cost might be.

In practice, markets work without all possible information being made available or being used. One view of entrepreneurs is that they keep an eye out for information that is not being exploited. By taking advantage of this information, they make markets more efficient and are rewarded out of the revenues generated. This information is information about opportunities. The idea that entrepreneurs are information processors is in essence a sophisticated version of the idea that entrepreneurs pursue opportunities and provide competitive efficiency.

One of the ways in which smaller organisations may be more successful than larger competitors is that they may be more adept at spotting and taking advantage of unexploited
information

differences between an investor and an entrepreneur

1. An entrepreneur focuses on the business operation, while investor focuses on commercial and financial sides of the business.
2. An entrepreneur comes up with new business idea, while an investor considers the existing business idea brought up by entrepreneur.
3. An entrepreneur usually approaches an investor for business financing. He will come out with proposal and business plan to assure the investor. An investor only approaches an entrepreneur if the business is potentially profitable.

4. An entrepreneur is passionate on the business and usually dedicated to his idea. Most of them are persistent and still stick to run the business, despite suffering from losses
5. An entrepreneur is usually more optimistic on the business. An investor is not that optimistic. They can be more optimistic if the business value is relatively high.
6. An entrepreneur is the one who run the business, though he may invest money, while an investor only invest money. He is not involved in daily operation.

7. An entrepreneur reports to the investor in a timely manner. An investor reads and evaluates the report.

8. Entrepreneur can begin a startup business without money, while money is the main tool for investor to start investing.

9. Entrepreneur knows the business more, since he manages its daily operation, marketing, sales, employees and customer behaviours.

10. Risks on the entrepreneur are energy and time, while risks on investor is money and time.

Processing of market information

Classical economics makes the assumption that all the relevant information about a market is available to and is used by producers and consumers. However, human beings are not perfect information processors.

TASK

Berdasarkan fakta mengenai UU Cipta Kerja dan Omnimbus Law yang sudah di sah-kan beberapa waktu lalu. Cari dari sumber terpercaya dan analisis dampak bagi pengusaha & tenaga kerja !

Kumpulkan di SIP dengan format PDF minimal 2 paragraph !

REFLEKSI

- Informasi penting hari ini
- Manfaat penting dari informasi penting hari ini
- Tindak lanjut yang dapat saudara lakukan

Thank You