



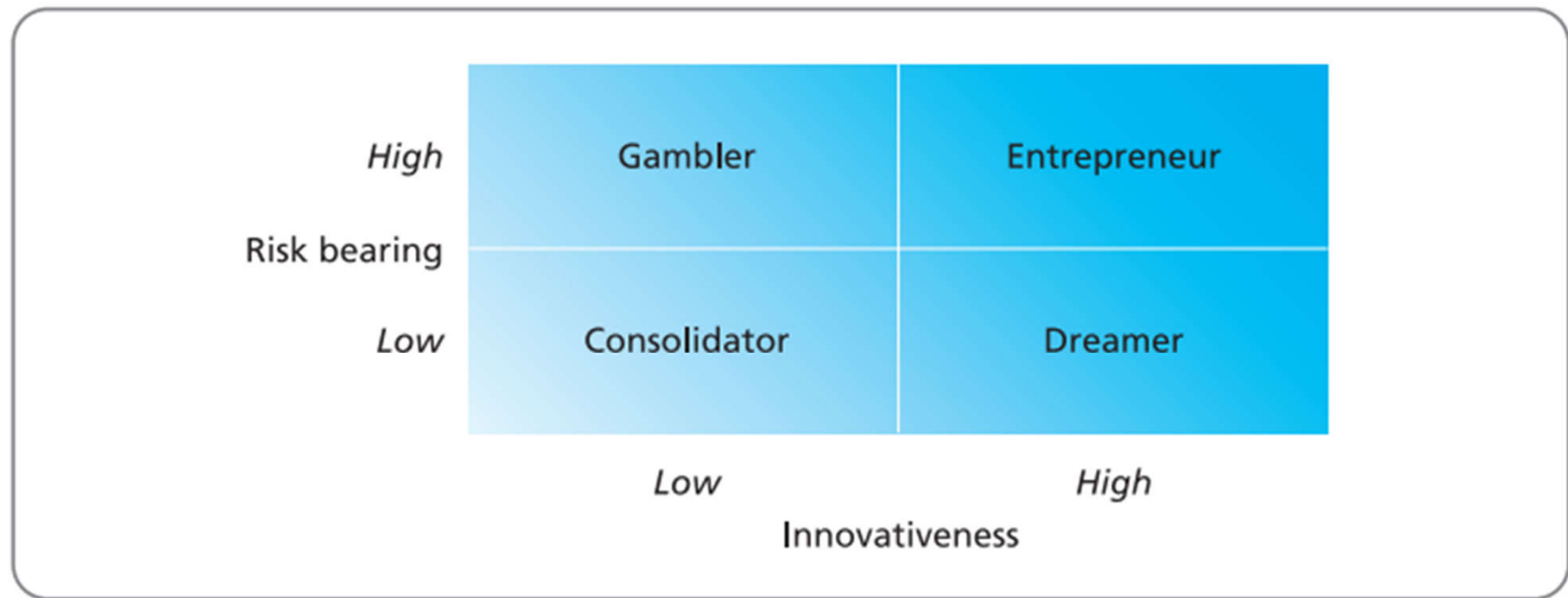
# TIPE PENGUSAHA

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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

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**Figure 2.1** Landau's classification of entrepreneurial types

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**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.

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**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.

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**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



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- 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