

Entrepreneurship Fundamentals

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Ariel Dizon Pineda

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Preface

“Entrepreneurship Fundamentals” is a book written to equip students or its readers on the basics of business plan preparation and implementation. It aims to raise awareness and inspire students and readers to consider and take a look on the significant role an entrepreneur plays in nation building. Further, the book showcases the many benefits an entrepreneur could contribute in the community, society and the nation in terms of growth and development.

This book is consist of five chapters where four chapters are devoted in the discussion of business plan preparation and one chapter focuses on the concepts and principles of management. The book contains appendices that present an illustrative examples of business plans in both service and manufacturing. Included in the appendices are some legal foundations that will help future entrepreneurs such as Kalakalan 20 (Republic Act No. 6810) which is known as the *“Magna Carta for Countryside and Barangay Business Enterprises”* and a comprehensive discussion on the concept of *“Value Added Tax.”*

Chapter One presents an overview on entrepreneurship and is divided into three lessons:

1. **Lesson One** discusses the role of entrepreneurship in economic growth;
2. **Lesson Two** will enable the students to identify entrepreneurial qualities and make a self assessment; and
3. **Lesson Three** will teach students on how to spot business opportunities.

Chapter Two discusses the development of a business plan and is divided into three lessons:

1. **Lesson One** is about environmental scanning;
2. **Lesson Two** talks about business planning; and
3. **Lesson Three** guides the students on various steps on how to legalize the business.

Chapter Three focus extensively on the market study and product development. Topics related to industry-market analysis, demand and supply study resulting to sales projection, various marketing strategy and mix and study on the 4M's of management operation will be thoroughly discussed in this chapter.

Chapter Four will assist students in the technical and financial aspects preparation of the business plan. This chapter will guide students on how to present their production process through flowchart or any other illustrative diagram. It will also aid them in financial statement preparation and analysis as a tool in determining business plan viability.

Chapter Five gives an overview on the various concepts and principles in management. It covers topics related to planning, organizing, controlling, directing and different types and levels of management.

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