



International Journal of Intellectual Advancements and Research in Engineering Computations

A study on problems faced by new entrepreneurs with reference to erode

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ABSTRACT

It is now generally agreed that small businesses are one of the key engines of growth in many developing countries by contributing to employment creation. In this paper, it is argued that micro and small businesses cannot grow or succeed unless they are entrepreneurial. It is with this view in mind that this paper proposed that effort must be placed on the development of entrepreneurial behaviour in small businesses. Many studies have been undertaken and have identified numerous problems as being associated with small businesses, such as lack of finance and access to it, lack of market information, lack of managerial skills and many others. Little attention however has been paid to entrepreneurs which is the underlying factor to the development of any business. Entrepreneurship is the ability to seek out opportunities and turn them to profitable businesses.

1. INTRODUCTION

Entrepreneurship plays an eminent function in creating an avenue for employability for rural communities, providing self-employment for those who have started-up a business of their own and enhancing the economic status of the rural sector as well. Entrepreneurship has transformed many entrepreneurs into successful business persons and generated income for rural communities. Entrepreneurs in rural area have transformed their vicinity into trading hubs thus enabling them to become urbanized areas. The entrepreneurship process consists of constant search for alternatives, certain amount of risk taking, perseverance and attempts to identify and utilise Opportunities for economic betterment. In fact, from the moment the entrepreneur conceives the idea of starting his own business he has to work hard against heavy Odds the problems of business whether small, medium or large, are more or less similar in nature but vary in their scope. On the other hand, the small and medium sectors have many limitations as compared to the large sector in facing different problems.

3. OBJECTIVES OF THE STUDY

To identify the problems faced by the respondents due to starting a business

3. SCOPE OF THE STUDY

- 1). This study will help us to know about the problem faced by new enterprenourship
- 2). This study help us to knowledge about entrepreneurship.

4. LIMITATIONS OF THE STUDY

- 1). The present study will be confined to erode town only.
- 2). The entrepreneurs should not provide a proper response they have a lot of commitments.

5 .LITERATURE REVIEW

An entrepreneur is one who plays significant role in the economic development of a country. Basically an entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement. He is a catalyst of social change and works for the common good. He looks for opportunities, identifies them and seizes them mainly for economic gains. An entrepreneur is a person who is able to express and execute the urge, skill; motivation and innovative ability to establish a business or industry of his own either alone or in collaboration with his friends. His motive is to earn profit through the production or distribution of socially beneficial goods or services. He is enriched with the inborn qualities of adventurism, willingness to face risks, innovative urge and creativity and is eager to make dynamic changes in the production process, introduce

innovations and to find out new uses for raw materials. But now there is so many challenges faced by new entrepreneurs i.e., lack of patience in solving problems, lack of sustained motivation, Inability to dream and use subconscious etc.

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6 .RESERCH METHODOLOGY

6.1 RESEARCH DESIGN

1). A Master plan that specifies the method and procedures for collecting and analysing needed information.

2). A research design is a framework or blueprint for conducting the marketing research project.

6.2 SAMPLE DESIGN

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

6.3 NON-PROBABILITY SAMPLING

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected

6.4 CONVENIENCE SAMPLING

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

6.5 SIZE OF THE SAMPLE

The Sample size is **30**.

7. DATA COLLECTION METHOD

7.1 PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

7.2 SECONDARY DATA

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

8. STATISTICAL TOOLS USED

To analyze and interpret collected data the following simple percentage and ranking were used.

8.1 SIMPLE PERCENTAGE AND RANKING

FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

8.2 HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) N_j$$

Where R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents.

**TABLE 1:
DEMOGRAPHIC PROFILE OF THE
RESPONDENTS**

DETAILS OF RESPONDENT	NO.OF REPSONDENT		PERCENTAGE
AGE	BELOW 20YEARS	0	0
	20-30 YEARS	12	40
	30-40YEARS	9	30
	ABOVE 40YEARS	9	30
	TOTAL	30	100
GENDER	MALE	25	83.3
	FEMALE	5	16.7
	TOTAL	30	100
EDUCATIONAL QUALIFICATION	10 TH	10	33.3
	12 TH	11	36.7
	UG	5	16.7
	PG	4	13.3
	TOTAL	30	100
INCOME LEVEL	BELOW 20000	21	70
	20000-30000	6	20
	30000-40000	1	3.3
	ABOVE 40000	2	6.7
	TOTAL	30	100
FAMILY SUPPORT	YES	27	90
	NO	3	10
	TOTAL	30	100

8.3 INTERPRETATION

From this study, it is evident that about 83% of the respondents are male, 36% of the respondents are HSC qualified, 70% of the respondents falls under the income level of below Rs.20000, 90% of the respondents are have their family support.

TABLE 2:

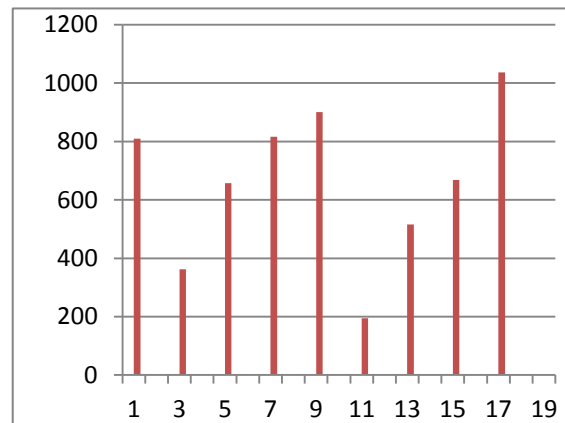
RANKING OF THE PROBLEMS FACED BY NEW ENTREPRENEURS

S.NO	PROBLEMS	MEAN SCORE	TOTAL SCORE	RANK
1	EXPERIENCE	162	810	4
2	SUPPORT FROM OTHERS	181	362	8
3	INITIATIVE	73	657	6
4	APPROACH TO OTHERS	102	816	3
5	DECISION MAKING	150	900	2
6	LONELINESS	195	195	9
7	TIME MANAGEMENT	172	516	7
8	DOMINATION	167	668	5
9	FINANCIAL POSITION	148	1036	1

8.4 INTERPRETATION

From this study, it is evident that financial is ranked as number 1 with total score of 1036. Decision making is ranked as number 2 with a total score of 900. Approach to others is ranked as number 3 with a total score of 816. Experience is ranked as number 4 with total score of 810. Domination is ranked as number 5 with total score of 668. Initiative is ranked as number 6 with total score of 657. Time management is ranked as 7 with total score of 516. Support from other is ranked as number 8 with total score of 362. Loneliness is ranked as 8 with total score of 195.

FIGURE 1: BAR CHART



9. FINDINGS

- 1). Financial position is ranked as number 1 problem.
- 2). Decision making is ranked as number 2 problem.
- 3). Approached to other is ranked as number 3 problem.

10.SUGGESTIONS

- 1). Financial position can be improved by getting loans from bank.
- 2). Decision making can be made by discussing with experts and elders.
- 3). Marketing tricks should be educated

10. CONCLUSION

Many creative entrepreneurs are facing financial problem to develop their business, so the government can develop the policies and schemes towards entrepreneurs to implement their creative and also to develop the business Developing entrepreneurs to reduce the unemployment.

11. REFERENCE

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