

**MUNNETRAM CLASS WITH SATISH  
ORU KUTTI REVISION  
TAMILNADU STATEBOARD CLASS XII  
ACADEMIC YEAR 22-23**

**YOUTUBE CHANNEL  
CLICK TO SUBSCRIBE  
@MUNNETRAMCLASS**



**Commerce**

**Chapter 24**

**TYPES OF ENTREPRENEURS**

**WRITE TO TEJASLC@OUTLOOK.COM  
FREE ONLINE COACHING FOR TAMILNADU  
GOVT SCHOOL STUDENTS  
CA FOUNDATION PROGRAM**



## Classification - Motivation



WRITE TO [TEJASLC@OUTLOOK.COM](mailto:TEJASLC@OUTLOOK.COM)  
FREE ONLINE COACHING FOR TAMILNADU  
GOVT SCHOOL STUDENTS  
CA FOUNDATION PROGRAM



### Innovating

- Focused on introducing new project
- New product, Upgraded Product, New method of production and distribution, reengineering, adoption of distinct process

### Imitative

- Imitates existing skill, knowledge or technology
- Redesign and Reengineer products developed in advanced countries
- Imitate products in advanced countries for developing countries at low cost.

### Fabian

- Conservatives and Sceptical
- Adapt to change as last resort
- Governed by custom, religion, and past practices
- Follow their predecessors

### Drone

- Totally opposed to the changes.
- Operate in Niche Market
- Drone entrepreneur never adapts to change.



## Classification - Business



WRITE TO [TEJASLC@OUTLOOK.COM](mailto:TEJASLC@OUTLOOK.COM)  
FREE ONLINE COACHING FOR TAMILNADU  
GOVT SCHOOL STUDENTS  
CA FOUNDATION PROGRAM

1

### BUSINESS ENTREPRENEUR

- Solo Entrepreneur
- Conceives the idea and translates to reality
- Takes up production, marketing and operations

### TRADING ENTREPRENEUR

- Restrict themselves in buying and selling finished goods
- Core strength in distribution and marketing
- Earn income by way of commission

2

3

### INDUSTRIAL ENTREPRENEUR

- Manufacture products for consuming public
- Small, Medium or Large enterprises
- Mobilise resources of various types
- Value add in their production

### CORPORATE ENTREPRENEUR

- Also known as promoter
- Fulfill formalities to start company as per law
- Ownership and Management Separated
- Install team of experts to manage the entity

4

5

### AGRICULTURAL ENTREPRENEUR

- Raise farm products and bring it to market
- Inputs includes, Labour, Fertilizer, Insecticide
- Allied products include Poultry, Fish, Meat, Honey
- Pursue venture in agriculture and allied sector

### RETAIL ENTREPRENEUR

- Distribute end product to final consumers
- Buy from wholesalers and make it available to end-consumers under single roof

6

7

### SERVICE ENTREPRENEUR

- Service products to end consumers
- Hotels, Airlines, Banking and Insurance are examples of Service industry



## Classification - Technology Adopted



WRITE TO [TEJASLC@OUTLOOK.COM](mailto:TEJASLC@OUTLOOK.COM)  
FREE ONLINE COACHING FOR TAMILNADU  
GOVT SCHOOL STUDENTS  
CA FOUNDATION PROGRAM



### Technical

- Craftsmen, Moulder, Turner, Carpenter, Sculptor
- Products and services of high quality
- Produce innovative products
- Possess skill or knowledge specialized product

### Non-Technical

- Do not possess any technical competence
- Special talents to market or distribute produced by technical entrepreneur

### Professional

- Rich expertise in starting a venture
- Sells-out the venture after successful take-off
- Start and exit the venture with professional expertise



## Classification - Motivation



WRITE TO [TEJASLC@OUTLOOK.COM](mailto:TEJASLC@OUTLOOK.COM)  
FREE ONLINE COACHING FOR TAMILNADU  
GOVT SCHOOL STUDENTS  
CA FOUNDATION PROGRAM

### *motivation*

#### Pure

- Psychological and Economic motives
- Desire of earning high profit and social status
- Dhirubhai ambani, Jamshadji Tata, T V Sundaram lyengar

#### Induced

- Encouraged by government concessions and incentives to start venture.
- Government provides tax incentives, low rate of interest, subsidies, training, import of technology

#### Motivated

- Desire of self-fulfilment
- Motivated to produce and market product or service
- Develop the venture to saleable stage

#### Spontaneous

- Natural Inclination to start a venture
- Bold, Optimistic and Enterprising persons
- Passion to meet challenges



## Classification - Development Stage



WRITE TO [TEJASLC@OUTLOOK.COM](mailto:TEJASLC@OUTLOOK.COM)  
FREE ONLINE COACHING FOR TAMILNADU  
GOVT SCHOOL STUDENTS  
CA FOUNDATION PROGRAM



### First Generation

- Knowledge, Skill, Talent and Competence
- Innovates product/service
- Self-made entrepreneurs

### Modern

- Observes the dynamics of the market
- Takes Initiative in starting the venture to meet demands of the market.

### Classical

- Starts venture as family business
- Prior exposure to business environment
- Classical entrepreneurs run family business



## Classification - Area



WRITE TO [TEJASLC@OUTLOOK.COM](mailto:TEJASLC@OUTLOOK.COM)  
FREE ONLINE COACHING FOR TAMILNADU  
GOVT SCHOOL STUDENTS  
CA FOUNDATION PROGRAM



### Urban

- Entrepreneurs starting their business in State Capital, District HQ, Towns
- Industrial, Corporate or Retail

### Rural

- Eligible for economic and fiscal incentives
- Access to material and labour at low cost
- Agricultural and Trading entrepreneurs



## Classification - Ownership



WRITE TO [TEJASLC@OUTLOOK.COM](mailto:TEJASLC@OUTLOOK.COM)  
FREE ONLINE COACHING FOR TAMILNADU  
GOVT SCHOOL STUDENTS  
CA FOUNDATION PROGRAM



### Private

- Venture started by individuals
- Singly or collectively at their own risk
- Profit Motive

### State

- Government owned
- Company, Corporations, Departments

### Joint

- Private and Government
- Joint Ownership