

Entrepreneurship

Challenges and Opportunities

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What Is Entrepreneurship???



What is Entrepreneurship???

- Starting your own Business
- Self Employment
- Higher returns
- Higher Risks



Why Is It Important?



Importance

- **For Individuals**
- **For Organizations**
- **For States and Countries**



For Individuals

- Higher income potential
- Higher motivation
- Greater Productivity
- Flexible working hours
- Creating your own work environment
- Self confidence



For Organizations

- **Intrapreneurship**
- **Innovation and Creativity**
- **Organizational Growth**
- **Stagnation avoidance**
- **Employee retention**



For Countries And States

- **Job creation**
- **Economic growth**
- **Poverty alleviation**
- **Global competitiveness**



Ease Of Doing Business

- Pakistan 105
- Brazil 126
- Russia 120
- India 132
- China 91



USA: Land of Opportunity

- **Innovation**
- **Business friendly**
- **Success stories**
- **Innovation mindset**
- **Patents**



Entrepreneurial Ecosystem

- Entrepreneurial Spirit is the key
- Universities / Academia
- Industry
- Society
- Financial Institutions
- Government policies and incentives
- Economy



Challenges in Pakistan!!!



Challenges

- **Capital / Finance**
- **Guidance**
- **Survival**
- **Government Support**
- **HR**
- **Technology, Marketing, Quality Management**



Opportunities in Pakistan!!!



Opportunities

- **Virtual green field**
- **Technology advantage**
- **Huge local market**
- **Cheap HR availability**
- **English language skills**



Why Wait?



When To Start?



Questions?