

# 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?**