



*AWiA*  
African Women in Agriculture  
• Grounded in success •

**LWAZI**  
**Agripreneur incubator**

**in partnership with**



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# ENTREPRENEURSHIP

## LWAZI INCUBATOR

By Veronica Aswani



# Interesting quotes!

"If **opportunity** doesn't **knock**, build a **door**."

Milton Berle

THE BEST WAY TO PREDICT  
**THE FUTURE**  
IS TO  
**CREATE IT**

PETER DRUCKER

“CONFIDENCE & HARD WORK IS THE BEST MEDICINE TO KILL THE DISEASE CALLED FAILURE. IT WILL MAKE YOU A SUCCESSFUL PERSON.”

- Dr. A.P.J. Abdul Kalam

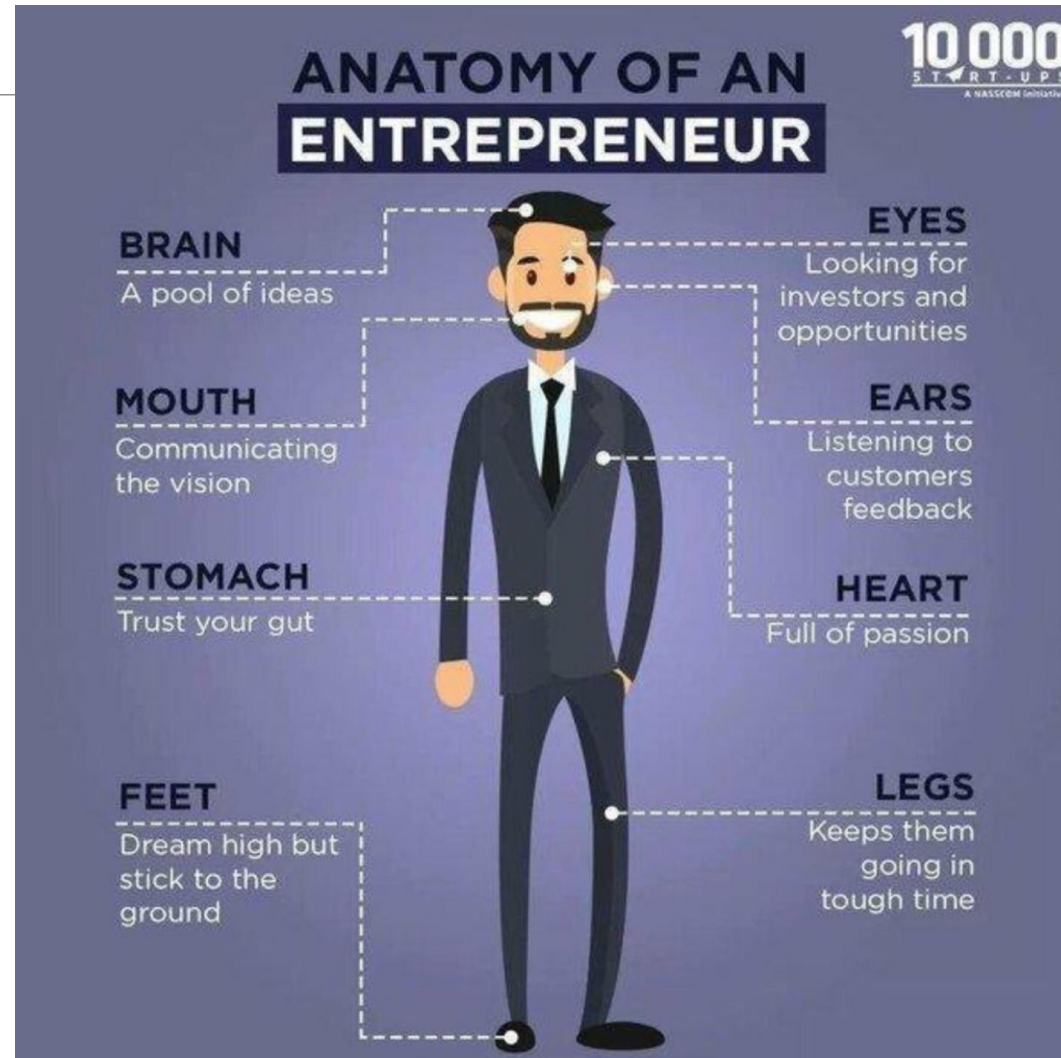
'Everything started as nothing' Ben Weissenstein



Idea & Opportunity. Any difference?

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# Anatomy of an Entrepreneur



# Characteristics of Entrepreneurs

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Key Personal Attributes

Strong Managerial  
Competencies

Good Technical Skills



Successful  
Entrepreneurs

# Key Personal Attributes

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*Just One!*

## Need for Achievement

- A desire either for excellence or to succeed in competitive situations
- High achievers take responsibility for attaining their goals, set moderately difficult goals, and want immediate feedback on their performance
- Success is measured in terms of what those efforts have accomplished



# Who are entrepreneurs?

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## Common traits

- Original thinkers
- Risk takers
- Take responsibility for own actions
- Feel competent and capable
- Set high goals and enjoy working toward them

## Common traits

- Self employed parents
- Firstborns
- Between 20-50 years old
- Well educated – 80% have diploma or degree and 1/3 have Matric



# Advantages of being an Entrepreneur

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Ability to pursue your vision

Freedom to control your professional life

Flexibility

Comfort Level





# Disadvantages of Entrepreneurship

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Lower guaranteed pay

Fewer benefits

Expected to have many skills

Too little time for leisure

Financial highs and lows

Large fluctuations in income possible



# Successful and Unsuccessful Entrepreneurs

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## Successful Entrepreneurs

- Creative and Innovative
- Position themselves in shifting or new markets
- Create new products
- Create new processes

## Unsuccessful Entrepreneurs

- Poor Managers
- Low work ethic
- Inefficient
- Failure to plan and prepare
- Poor money managers



# Growth pressures for an entrepreneur

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- Creating a clear vision;
- Maintaining a relevant Value Proposition- As business grows, strategy evolves to meet market needs;
- Cash flow and financial management;
- Problem solving- Understand what you need to prioritise;
- The right systems- Businesses rely on information- records, financials, contracts, etc, make sure you have the right systems to maintain correct information;
- Skills and attitudes- The abilities you need to launch a business are not the same as those required to help it grow. Read, learn, delegate, take advice.





A diagram on the left side of the slide features a stylized orange person with a smiling face. Three blue boxes are connected to the person by lines: 'fear' is connected to the person's head, 'imposter syndrome' is connected to the person's chest, and 'community' is connected to the person's feet. The boxes are arranged in a slightly ascending staircase pattern from left to right.

# Successful entrepreneurs share how they overcame the mental barriers that limited their success



# FROM IDEA TO BUSINESS

START YOUR OWN PROFITABLE BUSINESS TODAY



## Entrepreneurship

- Set up a business(es), take a risk for a financial gain/profit
- It involves:-
  - Creation of new ventures
  - Innovativeness and renewal of corporate industries
  - Creative technologies
  - Risk taking
  - Competitiveness



There are four distinct types of entrepreneurial organisations; **small businesses, scaleable start-ups, large companies** and **social entrepreneurs**.



Being a small-business owner isn't easy, but many entrepreneurs enjoy the challenge.



While small-business owners cite “having to wear so many hats” and “finding new customers” as their biggest concerns, most small business owners said that, if given the opportunity, they would start up all over again.

# Entrepreneurship

# Five industries poised for SME SUCCESS in SA

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AGRICULTURE



MANUFACTURING



TOURISM



INFORMATION  
TECHNOLOGY



INFRASTRUCTURE





# Agri-preneurship

- It is Agricultural entrepreneurship
- Producing, processing, marketing and selling various agricultural products,
- Manufacturing & selling agricultural inputs
- Identifying opportunities around Agri Value chain and earn profits.



# Questions To Keep In Mind

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What is my motivation for owning an agricultural business?

Should I start or buy a business?

What and where is the market for what I want to sell or grow?

How much will all this cost me? In time? In energy? In skills?

What am I prepared to sacrifice for my business?

Should my company be domestic, regional or global?

# Key actions to a successful business

- Establish Clear Vision;
- Value Proposition;
- Market Research;
- Niche/Target Prospect;
- The Big Idea;
- SWOT Analysis.



# 5 activities entrepreneur to invest in

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1. Establish a daily routine
2. Exercising
3. Eating a Healthy Diet
4. Hiring an Assistant
5. Finding a Mentor

# It takes Courage

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# QUESTIONS?

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