

## THE REALITY OF “TO BE” OR NOT “TO BE” FOR THE ENTREPRENEUR

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### **Abstract**

*In a changing world with progressive technology the entrepreneur is the essence of economy that helps development by creating value. It is imperative now when the entrepreneurs have become professionals with qualities that represent them: creativity, responsibility, perseverance, ambition to meet the highest standards, nosing things out, commitment towards business interests, risk taking bias, ability to tolerate change and good adapting to crisis situations and to uncertainties, orientation towards results. As far as the classic financial system is changing, a business in the financial domain is the ideal solution being less risky than a traditional one and so, the entrepreneurs have chosen it in order to prove that the gains are not limited. The today entrepreneurs can create such successful businesses and they are being looked as models for the world.*

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The engine of our daily existence is made of uncomfortable pairs of possibilities, not certainties, not unique answers. It is the reality of to be or not to be. The dilemma with no certainties but with trust in others, the search for something higher, something that must be discovered, looking for solutions in different situations, being involved, ready to discover, even suspicious.

Businessman. Entrepreneur. Manager. Regardless how we name him we refer to the same person-the motivated entrepreneur who is ready to take risks, the one who sets up new firms that entail working places-where our parents, children, brothers and friends work to earn their living. Entrepreneurship is the central pillar of the of the economic growth and this has been admitted since the XVII th century when king Louis XIV stated that the bourgeois and craftsmen

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were going to be artisans of wealth for themselves and for the nation. The entrepreneurs are the essence of economy, they are ambitious, creative, rational when tapping the threatening of the market, flexible, persevering, they strive for overachievements, they are adaptable to crises and uncertainties.

The word entrepreneur means to undertake or to motivate yourself but also to connect things, to combine them in order to set up a business, create value and do innovative things. But also to assume risks. The entrepreneur comes out of his comfort zone and does not give up until he cheats the mind by taking into account calculated risks. He creates value. We have different ways to value a thing. The entrepreneurs are interested to be aware with the perspectives of people, the way they value things. What they need and what others want. Fears and frustrations that consumers want to avoid. Then they try to help carry out the needs through products, services and marketing. So they create a successful business, something new by adding within something that already exists, making it better. They can be looked at as an identity, a model of the world.

*Why choosing to be an entrepreneur?*

- control on destiny
- unlimited time
- unlimited possibilities for profit

We are living in a society of continuous change when time compresses, when technology is in progress in an astounding rhythm, when opportunities are inequitably distributed, when people have become more and more individualists, self-centered, in a permanent fight for wealth and power. More and more social problems affect society such as corruption, poverty, inequalities and economic discriminations.

It is not enough to have money and ideas. The two ingredients were sufficient at the beginning of the 90ties. Now, there is a market and consumers have become more refined and there are entrepreneurs who are experienced. So, professionalism is being asked because enthusiasm is not enough, neither is money, nor even a brilliant idea. We need more: the science of doing business. We must decide for others too, we must be better than all our employees, we must be attentive, creative, motivated, ambitious to meet the highest standards.

We also must take into consideration the risk component as there are negative feelings such as selfishness, revenge, fear of failure, the need to prove that we can become successful. The entrepreneur must fight in a game that is not always correct and be prepared to undergo the mentality of people, the

attacks of the competition, frustrating behavior.... We also must take into account personal sacrifices, ups and downs, sometimes useless work, pressure of time, financial uncertainty.

Romania has adopted the market economy so that we have split between employers and employees. Romania has around 7,8 mil. employees, out of which 5.4 mil work in private enterprises. Referring to economy, we'll always find more employees than employers but it's certain that no employee is to get rich with just his/her salary. Because he doesn't have liabilities, money to work for him. You just hope that the money you earn will be enough to have a decent life and you'll survive some financial or medical shocks.

In entrepreneurship there are differences from state to state. The USA came into being on the American dream. It is easy to hire and dismiss employees in America. People here have a high entrepreneurial spirit regardless what business they have. If you fail, any time you can find another job. American people are well known for their self-trust, they are self-assured and optimistic. Western Europe is more conservative and with a strong social solidarity. In France it is not so easy to hire or to dismiss someone so easily so that the startups are more cautious with employees. Nevertheless, the entrepreneurship is increasing. In Eastern Europe on the other hand there are many people who suffer of global ambitions. That is why Romania is short of successful companies at a global level.

I think that entrepreneurship is being influenced by:

1. Observing opportunities
2. Trusting your talent as an entrepreneur
3. Fearing failure

Such characteristics appear differently both according to the development of economy and the geographic area. Therefore, the bias are stronger and the fear for failure is smaller in economies based on resources and also in Africa. But opposed we find the economies based on innovation and those in North America and in the EU. In some countries of the EU (Slovenia, Croatia, Greece, Spain, Portugal) opportunities are rather difficult to observe.

Entrepreneurship is influenced by social values. In Africa it is considered the best way to make a career. In North America successful entrepreneurs are highly respected and media pays them much attention. But within the EU entrepreneurship is not an option preferred as a career, it does not confer a special status to those who practice it and mass media does not give it a special attention. Entrepreneurship businesses come into being either as a consequence of observing some opportunities or lacking the possibility of a getting more

money. Observing opportunities is the basis for launching of more businesses in economies based on innovation(54%) and in areas as Australia, Canada, Denmark, Holland, Trinidad, Tobago, SUA, Taiwan,(65% or Singapore, Norway, France, Japan (70%).

In Bosnia and Herzegovina, Croatia, Kazakhstan, Kosovo, Greece, Spain more than 65% of the businesses came into being out of the need to make money and not as a wish to take into account an opportunity that has been seen.

At a global level entrepreneurs that are at the beginning of their businesses are mostly men aged 25-35 . This is a consequence of the conditions for funding and the regulations that favour them. The situation is much balanced in Australia, Holland, Luxemburg, Denmark, Austria, Kazakhstan, South Africa, Singapore, Thailand. Women become entrepreneurs taking into consideration less the grasping of opportunities but out of necessity.

There are a lot of reasons to convince you to become an entrepreneur and anyone at least once in life must have had in mind the question: how about having my own business? to promote a product, a concept, to have an idea that could bring me money for a longer period of time, to be my own master. Unfortunately many of us remain just with the thought. Why? 48% of the Romanians say that the fiscal system hinders them, 16% blame the limited access to funds and 13% blame the lack of entrepreneurship culture. And of course this is not at all easy.

But today a business means more than it did 20-30 years ago. Let's take a business in the financial system as alternative to the traditional one. First, you won't have monthly fixed costs. A firm pays taxes and state taxes regardless whether it has or not returns. Then rent, payment of utilities, wages. Money you may risk to bring from. An investment on the financial market means annual payment of a percentage from the profit, paid on basis of a statement of personal assessment.

Then, economic, political legislation changes can appear any time and then all your business plan has to suffer. The reality of the currency, the problem of the "leu" that seems to be losing its value are realities. Therefore, you find yourself with losses concerning currency. New laws are being enforced- when employers must pay more and faster, and that means expenses are increasing. Or a crisis comes up when even if a very good entrepreneur as you may be, your business has to pass over the crisis. During 2008-2011 more than 750 000 working places were lost. All these events create movements on the financial markets where you can gain profit. We work with money and for money.

The financial markets are the only ones where we can make profit even when prices go down. Then, one of the most difficult challenge for any entrepreneur in Romania is to find suitable staff in order to enlarge his business. The educational system and the demands on the market have little in common. If you find a capable person, experienced and who knows exactly what to do, he asks for a good salary. It is up to you as far as you may also find a inexperienced one whom you train and guess what? He may soon leave looking for a better, larger firm. The human resource that consists one of the permanent concern of an employer disappears if the only person who takes the decision and acts is but you. Your results will depend only on you! You won't create working places but you'll ensure the job of the one who had worked "at your shoes" as you'll make money on the financial markets and spend it in the real economy- you'll buy goods and services.

Then, if you had done a market survey where you've invested thousands of euro in a traditional business for example( a restaurant) and after one year you realized that it did not work and you want to give up what will your loss be after getting broken? What money will you have after bankruptcy? You may recover 10% -15% of what you could sell but the rest has disappeared (licences, rents, refurbishing, salaries...). This means the sum you've risked equals the sum invested in only one business idea. But if you ascertain towards the financial markets you can decide that for each analysis you've made the risk is for only a part of your assets- let's say 2%. If the result is not the expected one the other 98% remain available and you can use it for the other analysis. The sum you've risked is a percentage of the sum invested, previously established by you. What about competition? It's difficult now to have a 100% idea of yourself. Your business is being launched on the market where at least 2-3 persons do the same thing. You must find out something that differentiates you or at least you should make a better advertisement. Even so, the outlet is limited. The market comes to be glutted. Let's take "washing and cleaning services" for example. There are a lot on the market. But you must take into account the following to be different and to have profit: have quality services, be reliable, adaptable, kind...Even so, your business is asking for much effort and you must care about a lot : customers, services, transport ...

The conclusion is that the gains are still limited. But on the financial markets billion of dollars move. It is a huge market, in a continuous development where even a small percentage can become a profit. The profit you can get is unlimited. For this you need more training.

The financial education should start from an autodidactic component of each of us as far as personal investments are being concerned. For the lack of information we blame the red tape of the system. Also, the educational system as far as practical education is not given much attention (stock exchange education should start in high school). Romanians like to play with money but the recent experiences have reduced the trust in the system. When changes in the legislation are to be enforced for a large information and opening towards the market of companies, the investment on the stock exchange is to be a part of the Romanians' investing activity. We need to be attracted towards the capital markets. A better look in the regions around us is to take into consideration. The Czech Republic and Poland can be examples regarding the active involvement of the state. Of course that too much exuberance if uncontrolled like in Greece (when shares could be bought from ATM) can do wrong. The problem is that the Romanian entrepreneurs did not professionalize completely. Maybe we got used to say: it is ok as it is.

Therefore, it is imperative that any entrepreneur launches his business on other markets and understand the real challenges.

Everything that is happening on the financial markets is related to trust. There is a migration of money- a subtle one- linked to cryptocurrency. within a period of 7 years this market reached a total capitalization of 10 bill lei and next year the market doubled and then in 3 month period it doubled again reaching 40 bill euro. This is a trend and the important thing is trust. Money is intelligent, migrates, has no frontiers. Other phenomena on the financial market such as technological applications that revolutionize the financial domain are important to consider. The migration of money is real not only for retailers but for the big corporations that have issued their own cryptocurrencies or crowd-funding platforms. The classic financial system is changing and the entrepreneurs must be very attentive and oriented towards the best results.

A business in the financial domain is the ideal solution embraced by the population in the developed countries. It is less risky than a traditional business. Even if they are employed or already have their own business modern people understand how important it is to have several sources for your income. You practically unfold your activity from a PC with access to the internet. If you learn to do so, you'll have absolute control on the time you give to your business and your money. You'll register gains regardless whether the Stock Exchange fluctuates and you'll control the risk.

But as most things depend on you, this means freedom. That's why people become greedy, do not take into account rules and assume great risks. It's not

very easy to make money. If an employee sells his time for money an investor on the financial market risks his money to get freedom.

In the end which is the only uncovered resource that you have: *time or money*? Of course it is our choice.

I consider a good step in making our mind to become an entrepreneur and take into account the following:

- you are of course tired but it passes very quickly as you work for yourself and you go on thinking about your business, how to develop it, the you wake up with more ideas, you find solutions, your mind is in a continuous movement. There will always be things to be done and solved so you must be prepared for anything.
- you are a very busy person but in a good sense. You have responsibilities towards the clients, towards the partners or employees. But you will always have time for friends, and entertainment too.
- you never stop learning. You must be prepared to know more and more, to be in time with the latest things as technology is in a continuous development. But with it you can increase quality and efficiency of services
- you have freedom being able to do whatever you wish every day. You make your agenda and you decide what is best for your business. Even if you are all the time connected you can relax too as it is your business and passion too.
- you must be aware that everything has to be known by you as in life you cannot do all by yourself. You must trust your partners or clients but also be a little detached from some things. Be aware what you can do by yourself and where you must ask for help. There you need specialists in order to have quality.
- As you work for yourself time is passing more easily and more pleasant.
- The year 2018 may come with greater instability than the previous year: political, legislative, fiscal. This determines us to channel creativity in order to find better ways for survival. Our creativity should be turned into account for higher purposes: to make a difference in this world for a more coherent one with better people.

As far as Romania is concerned, economy is expected to grow but the concerns are about the reforms. But in the end the entrepreneur has got a dream, hasn't he? The context is an unpredictable one dominated by DVUCAD: disruption, volatility, uncertainty, complexity, ambiguity, diversity. This is a

world where more changes are to be come across, more uncertainties, and the differences between generations will increase, quality labour force being more difficult to find. Within this context the entrepreneurs will need mentors, executive coaches in whom they must trust and find close ways to talk to. People will be looking for new values as far as for the moment the only “value” seems to be money. The role of the entrepreneur is to help people find the values. And this is not easy that’s why the entrepreneur must be a real professional. Uncertainties will always hover on any business that’s why a good management of such uncertainties and risks is imperative. So, the employees and the firm must be protected in case of any scenario and this is the task of the entrepreneurs. That is why there are companies like Certasig specialized in corporate insurance and that offer packets of insurance for any needs of the firms.

I consider that each entrepreneur, each business idea and each failure have something different. There is no unique guide about the way you can make your business more powerful and better or how to face failure. You have to pass through more and more trails and mistakes to get an experience. An entrepreneur must know: customers are content when employees are happy. Why? Because we live in a world when customers are very important. The more transparent an entrepreneur is the more successful he is. Difficult situations can be confronted if you are honest with yourself and with the team and the interested parts. Any time a braistorming session can be organized and someone may come with a good solution. An entrepreneur trusts his own abilities, competencies, talents, passions. He must think logically, rational before listening to his intuition. This must balance reason. An entrepreneur also acts ethically and has solid principles. Purely financial temptations are not quite an attraction for the entrepreneurs. They are also attentive not to entail disadvatages for those around them and they always try to do their best.

You must not think necessarily that you grow in your career but be attentive as there is the notion of success, turnover, satisfied clients.

Being the expert of a creed and of an idea the entrepreneur must decide for himself and for the others. Also, being better than the others, more careful, creative and careful with everyrthing around you so that you should always be ahead of others. Therefore, the successful entrepreneur must meet the following qualities: ambition, perseverance, being visionary. He never gives up his aims and work is extremely important. The entrepreneur trusts his qualities, is self assured, knows the importance of constructive criticism, also is attentive to the

correct choice of people he needs around, to the personality of those chosen and who will work with him very seriously.

The only constant in entrepreneurship are the challenges and problems. If you are not fully motivated to pass over them you'll be with those 95% businesses that go bankrupt during the first 5 years. Then, taking into consideration that setting up a business must be in the long run the entrepreneur must feel comfortable with change- actually he is the one who creates change. Then he passes to solve the problems, to handle red tape, to care about the clients and employees, he is never waiting for something to be done but he does things.

As advice I want to suggest the following:

If you are angry with anyone: politicians, economy, suppliers, employees, clients, anyone except you, then you may have a problem and not be the expected entrepreneur of the XXIst century.

### **Conclusion**

Yes, to be an entrepreneur is a good thing! Be sure that things will finally work out, that your intuition and curiosity are to be followed, trust your heart too. Be sure that you'll find the line that links all points. Love what you do and wonderful things happen. If you have not found yet do not give up. Go on looking for it. Do not be content with little, do not take compromises.

I am sure that entrepreneurship will work in future. Success will find you when you become very good and astute in developing a new opportunity. And it is you who create opportunities as they already exist. You just train your mind to be able to find them all for you. That means you must be flexible, open minded but always having more perspectives.

The world needs entrepreneurs because after they invest in themselves they become powerful and can train the rest of us to do the same.

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