What is enterprise?

Enterprise is the willingness of an individual or organisation to:

An entrepreneur is?

Thinking creatively

Creative thinking is

Entrepreneurs can make use of several different thinking techniques to improve their creativity:

Thinking Hats

White –

Red –

Green –

Black –

Yellow –

Blue –

Questions Entrepreneurs ask?

Invention and innovation

Invention

Innovation

A business can use the law to protect its business idea.

Taking a calculated risk

Important enterprise skills

Entrepreneurial objectives

Aims are …

Objectives are …

FINANCIAL OBJECTIVES

NON FINANCIAL

Which of the following is an example of enterprise?

Accepting a job promotion

Starting a new job

Starting a new business

What is it important for an entrepreneur to do?

Never take risks

Use their initiative

Be aggressive

What is innovation?

Discovering new products

Discovering new processes

Bringing a new idea to the market

How can the law protect a new business idea?

Using patents

Using lawyers

Using government

Which of the following best describes deliberate creativity?

A thinking skill

Launching a new product

Launching a new business

How can an entrepreneur create a competitive advantage?

By selling the same products as rivals

By improving customer service

By launching a new business

What is enterprise?

A skill

An owner

An investor

Who is profit paid to?

Stakeholders

Creditors

Owners

How would a drug company stop rivals from copying a new drug?

Register a patent

Use branding

Use advertising

What would a manufacturer use to stop rivals from using their name on copied products?

A patent

A trademark

A business plan