

THE ENTREPRENEURSHIP ENVIRONMENT

Entrepreneurial environment refers to the combination of external factors and their organic integration which make an impact on the startup process of the business by the entrepreneur.

Features /Characteristics of the Entrepreneur Environment/Aspects that characterize the Entrepreneurship Environment

1. **Flexibility.** Entrepreneurs do not base on one best solution but they usually improvise the response to the changing environment.
2. **Opportunity Orientation.** This refers to the ability to identify and analyze market opportunities which individuals take advantage of they always look for opportunities and exploit them.
3. **Uncertainty.** It refers to a possibility of unexpected risks. The entrepreneurial environment is full of risks which entrepreneurs do not fear exploit and lead in uncertainty
4. **Resource scarcity.** It refers to limited resources like time finance, skills and others. This affects new firms but entrepreneurs see it as a chance to exploit.

Types/Forms of Entrepreneurial Environment

- Economic Environment
- Social Cultural Environment
- Political Environment
- Global Environment
- Technological Environment
- Demographic Environment

ECONOMIC ENVIRONMENT

This refers to the nature of economic systems of a particular society that directly affect the level of entrepreneurial development or business startup process.

Economic factors that influence Entrepreneurial attitudes and intentions

- **Economic policy.** Favourable economic policy inform of a free market economy encourages entrepreneurship development while unfavourable economic policy inform of restrictive market economy discourages entrepreneurship development.
- **Administrative system.** Presence of short procedures for business registration and licensing promotes entrepreneurship development while long procedures for business registration and licensing limits entrepreneurship development.
- **Nature of infrastructure.** Developed infrastructure like good roads promotes transport thus promoting entrepreneurship while underdeveloped infrastructure limits entrepreneurship development.

- **Financial systems.** Developed financial market system like developed banks enable one to acquire capital easily hence promoting entrepreneurship while underdeveloped infrastructure inform of poor banking systems (poor financial systems) limits entrepreneurship growth and development.
- **Cost of the business.** Low cost of starting a business enables entrepreneurs to maximize profits thus promotes entrepreneurship development while high cost of starting the business discourages entrepreneurship development.
- **Legal requirements.** Clear and effective legal requirements promote entrepreneurship growth and development while unclear and stringent legal requirements discourage entrepreneurship growth and development.
- **Resource availability.** Presence of abundant resources like raw materials/ labour and land promotes entrepreneurship while limited resources limit entrepreneurship growth and development.
- **Economic incentives.** Presence of economic incentives like tax holidays promotes entrepreneurship while limited or no economic incentives limits entrepreneurship development.

Economic factors that promote/encourage entrepreneurship development

- Favourable economic policy inform of a free market economy.
- Short administrative procedures of starting and licensing the business.
- Developed infrastructures inform of good roads which promote transport hence promoting business growth.
- Developed financial markets/systems such as banks which enable people to acquire capital hence carryout business.
- Presence of clear and effective legal requirements.
- Availability of the required resources for starting a business like labour, land, etc
- Low cost of starting a business which enables entrepreneurs to maximize profits.
- Presence of economic incentive like tax holidays to entrepreneurs.

Economic factors that limit/discourage entrepreneurship development

- Unfavourable economic policy inform of a restrictive market economy.
- Long administrative procedures of starting and licensing the business.
- Underdeveloped infrastructures inform of poor roads which limit transport hence limiting business growth.
- Underdeveloped financial markets/systems, these limit people from acquiring capital hence discouraging business growth.
- Unclear and effective legal requirements.

- Limited resources for starting a business like labour, land, etc
- High cost of starting a business which limits entrepreneurs from maximizing profits.
- Limited economic incentive like absence of tax holidays to entrepreneurs.

Examples of organizations that support entrepreneurship in Uganda

- Uganda Industrial Research Institute (UIRI)
- Uganda National Chambers of Commerce and Industry (UNCCI)
- Uganda Manufacturer's Association (UMA)
- Uganda Investment Authority (UIA)
- Capital Markets Authority (CMA)
- Uganda Coffee Development Authority (UCDA)
- Uganda National Farmers' Association (UNFA)
- Business Uganda Development Skill And Enterprise Development Support (BUDSEDS)
- Uganda Revenue Authority (URA)
- Educate Uganda (EU)
- Junior Achievement Uganda (JA)
- National Agricultural Advisory Services (NAADS)
- Private Sector Development Foundation (PSDF)
- International Labour Organization (ILO)
- Support of Private Enterprises Expansion and Development (SPEED)
- Enterprise Uganda (EU)
- Uganda Tourism Board (UTB)
- Kampala City Traders Association (KACITA)
- Uganda Women Entrepreneur Association Limited (UWEAL)
- National Environmental Management Authority (NEMA)
- Uganda National Bureau of Standards (UNBS)
- National Social Security Fund (NSSF)
- National Water and Sewerage Corporation (NWSC)
- National Agricultural Research Organization (NARO)
- Uganda Small Sale Industries Association (USSIA)

Services offered by support organizations to entrepreneurs

- Providing soft loans to entrepreneurs
- Provision of market for goods and services produced by the entrepreneurs for example NAADS

- Identification and provision of investment opportunities for example (UIA) Uganda investment authority
- Provision of jobs for example international Labour organization
- Advice on tax matters for example URA
- Provision of research services for example by narrow
- Encouraging savings for example UTDAS
- Advising on quality standards for example UNBS
- Provision of Entrepreneurship education and training of young entrepreneur for example educate Uganda junior achievement Uganda
- Provision of insurance by insurance companies
- Sales promotion through trade fairs for example by Uganda manufactures' association
- Provision of power or energy for example by UMEME
- Provision of clean and safe water by national water and sewerage corporation (NWSC)
- Communication services for example by Airtel. etc

Business Laws and Regulations observed by entrepreneurs in Uganda.

- **Environmental Act.** This is meant to protect the environment. Under this law, the government ensures that the entrepreneurs' activities do not lead environmental degradation. It is implemented through National Environmental Management Authority (NEMA).
- **Employee Act/Law.** This was introduced to protect employees against exploitation by employers.
- **The Business Name Registration Act.** This requires all businesses to register their names to avoid repetitions/imitations. This Act provides for registration of enterprises carrying out business under names different from those of their owners.
- **Trade Licensing Act/Law.** This requires all businesses to obtain operating licenses before commencing their operations and also empower the local administration authorities to levy and collect licensing fees.
- **Land Act.** This deals with land ownership and management. This requires one to have a land title or lease title for the land the business occupies.
- **Consumer Protection Act.** Under this law, the government protects consumers from exploitation by ensuring that correct information about the product in terms of labels, advertisement, quantity, quality, expiry dates, weight and price are provided to consumers by the producers thus minimize on the cheating and consumption of poor quality goods by consumers. This is implemented through Uganda National Bureau of Standards.
- **Company Act/Law.** This law governs the formation, registration, conduct and operation of businesses in Uganda.

- **Public Health Act.** This is concerned with the protection of peoples' health and lives. this requires businesses to ensure public/general hygiene.
- **Weights and Measures Act.** This requires businesses to provide the right quantities to their customers. This law ensures that entrepreneurs use approved weighing scales and measurements when selling goods to consumers and it is meant to ensure that that consumers are not cheated by selling to them under weight goods. It is implemented through Uganda National Bureau of Standards (UNBS)
- **Factory Act.** This requires factories to meet the set factory standards and regulations.
- **Food and Drug Law/Act.** This aims at protecting consumers by controlling the quality of food and the drugs they consume. Under this law, the ministry of health ensures that expired drugs are not and bad foods are not sold to the consumers. For example an entrepreneur who wishes to startup a drug shop has to obtain operating licenses from the National Drug Authority (NDA).

Importance/Significance of business laws in Uganda

- Help to protect peoples' health and lives. This is through enforcement of the Public Health Act and Food and Drugs Act.
- Help to protect the environment. This is achieved through the enforcement of Environmental Law.
- Help to improve on the quality of products/goods produced. This is through enforcement of the Public Health Act, Food and Drugs Act and Consumer Protection Law.
- Enable consumers/customers to get right quantities of goods. This is through the enforcement of the Weights and Measures Act.
- Enable businesses to operate in the right procedure. This is through the enforcement of the Trade Licensing Act.
- Help to fight illegal acts/practices by businessmen. This is through the enforcement of the Trade Licensing Act and Business Name Registration Act.
- Safe guard consumers against consumption of harmful/fake/expired products. This is through enforcement of the Food and Drugs Act and Consumer Protection Law.
- Protect employees against exploitation by employers. This is through the enforcement of the Employee Act or Labour Laws.
- Help generate government revenue. This is through enforcement of the Trade Licensing Act.
- Help the government to establish the number of businesses in the country. This is through the enforcement of the Business Name Registration Act.
- Help in solving land conflicts. This is through the enforcement of the Land Act.
- Help each business to gain independence and identity. This is through enforcement of the Business Name Registration Act.

- Help the government to implement its policies. This is through enforcement of the Trade Licensing Act.
- Guide formation and operation of businesses. This is through enforcement of the Company Act and the Business Name Registration Act.

SOCIAL-CULTURAL ENVIRONMENT

It is concerned with the social and cultural practices values, attitudes and practices and how it affects entrepreneurship development.

Social cultural factors that influence entrepreneurial attitudes and opportunity

- **Religion.** Religions like Christianity and Islam promote entrepreneurship while conservative religions like Hinduism limits entrepreneurship.
- **Culture as regards to entrepreneurship.** Modern cultures that encourage savings promote entrepreneurship while conservative cultures limit entrepreneurship.
- **Availability of role models.** Presence of role models with whom people relate with in society encourages entrepreneurship development while absence of role models limits entrepreneurship development.
- **Social financial support.** Societies that give support in form of donations, grants etc make capital available to purchase factor inputs and this encourages entrepreneurship development than societies that do not support others
- **Social identification.** Where people are proud about entrepreneurship as an opportunity /option this promotes entrepreneurship development than where less appreciate themselves as entrepreneurs

Social cultural factors that encourage/promote entrepreneurship development

- Presence of modern cultures.
- Presence of liberal religions like Islam and Christianity.
- Presence of role models.
- Availability of social financial support.
- High levels of social identification.

Social cultural factors that limit/discourage entrepreneurship development

- Presence of conservative religions like Hinduism.
- Presence of conservative cultures.
- Absence of role models.
- Limited social financial support.
- Low levels of social identification.

Social responsibilities of a business

- Creating jobs/employment opportunities for the society. It is a social responsibility of a business to provide jobs for society
- Championing social causes/changes in the society.
- Supporting of community activities like providing clean water, health awareness provision,
- Supporting schools, communities and churches while investing in the future to build a better community, contribute to community development programmes.
- Providing goods and services to the community.
- Satisfying the needs and wants customers and potential customers to survive and succeed.
- Generating of government through paying of taxes. This is intern brought back to the society through provision of social and economic infrastructure like the roads.
- Provision of market for the society's output like the agricultural products.
- Acting as a centre for training local man power which addresses labour shortage for example internship.
- Helping students and researchers in carrying out study activities.
- Improving infrastructure like the roads.
- Reducing harmful effects on the environment ie conservation of the environment example through reading.
- Utilizing the would be idle resources.
- Increasing opportunities to the disadvantaged groups.
- Preventing the end of something good/sustainability.

POLITICAL ENVIRONMENT

This is concerned with the laws in place, government agencies and how they influence businesses in society.

Political factors that influence entrepreneurial intentions and opportunities

- **Political climate.** Political stability encourages savings and investment thus promoting entrepreneurship development while political instability limits savings /capital accumulation thus discouraging entrepreneurship
- **Government policy as regards to entrepreneurship.** Favourable government policies like giving subsidies and tax holidays promotes entrepreneurship while un-favourable government policies like high taxes discourage entrepreneurship development

- **Legal environment.** Presence of strong laws that protect entrepreneurs encourages entrepreneurship development while presence of weak laws that do not protect entrepreneurs discourages entrepreneurship development.
- **Level of government expenditure.** High government expenditure in some sectors like education and health promotes entrepreneurship development while low government expenditure in some sectors limits entrepreneurship development.
- **Taxation.** Favourable tax system like giving of tax holidays promotes growth of entrepreneurship while the unfavourable tax system in form of high taxes discourages potential entrepreneurs
- **Government institutions and departments.** Presence of government institutions that support business promotes entrepreneurship development while presence of government institutions that do not support businesses limits entrepreneurship development.
- **Political and religious factors.** Refugees' displacement due to politics or religion leads to entrepreneurship development as it makes changes in life related to enterprises than where there are no refugees in a country.

Political factors that promote/encourage entrepreneurial intentions and opportunities

- Political stability.
- Favourable government policy as regards entrepreneurship.
- Presence of strong laws that protect entrepreneurs.
- High government expenditure.
- Favourable tax system in form of tax holidays to entrepreneurs.
- Presence of government of government institutions that support entrepreneurs.
- Displacement of people in form of refugees.

Political factors that limit/discourage entrepreneurial intentions and opportunities

- Political instability.
- Unfavourable government policy as regards entrepreneurship.
- Presence of weak laws that do not protect entrepreneurs.
- Low levels of government expenditure.
- Unfavourable tax system in form of high taxes to entrepreneurs.
- Absence of government of government institutions that support entrepreneurs.
- Limited displacement of people in form of refugees.

GLOBAL ENVIRONMENT

Globalization it refers to the greater amount of capital, goods and ideals due to increased economic integration which in turn is protected by increased trade and investment.

Global factors that influence entrepreneurial intentions

- **Import policy.** Favourable import policy like low import duties and tax exemption promotes entrepreneurship as it allows importing of resources that are not locally available while the unfavourable import policies like high import duties discourages entrepreneurship.
- **Export policy.** Favourable export policy such as low export duties expands market for the entrepreneurs' hence promoting entrepreneurship while unfavourable export policy in form of high export duties limits market for the entrepreneurs' hence discouraging entrepreneurship
- **Democracy.** High levels of democracy promote innovation in business hence promoting entrepreneurship while limited democracy among entrepreneurs limits entrepreneurship development.
- **Market Openness.** Free access to international market gives chance to local entrepreneurs to access foreign markets for their products hence promoting entrepreneurship while restricted access to international markets limits market for the market of entrepreneurs thus limiting entrepreneurship.
- **Government global policy.** Favourable government global policy of liberalization in investment promotes entrepreneurship while unfavourable government policy of non-liberalized markets limits entrepreneurship development.
- **Global trade.** Increase in foreign/international trade promotes entrepreneurship growth as it provides market across boundaries or borders while low levels of international trade hinder entrepreneurship development.
- **Global finance.** Presence of global finance from international finance bodies such as International Monetary Fund (IMF) encourages entrepreneurship while limited access to global finance limits entrepreneurship.

Global factors that encourage/promote/enhance entrepreneurship

- Favourable import policy.
- Favourable export policy.
- High levels of democracy.
- Access to open international markets.
- Favourable government global policy.
- Increase in the level of international trade.
- Easy access to global finance.

Global factors that hinder/limit entrepreneurship

- Unfavourable import policy.
- Unfavourable export policy.
- Lack of democracy.
- Restrictive international markets.

- Unfavourable government global policy.
- Low levels of international trade.
- Limited access to global finance

Globalization. It refers to the greater movement of people, goods, capital and ideas due to increased economic integration which in turn is promoted by increased trade and investment. OR

Globalization. Is the process by which people, goods, services, capital and ideas spread throughout the world, creating interaction and integration among the world economies.

Effects/Implications/Impacts of Globalization on entrepreneurial activities in Uganda

Positive Effects/Impacts/Implications

- Leads to accessibility and expansion of markets hence promoting trade and commerce.
- Increases accessibility/acquisition of factors of production like raw materials, skilled labour etc thus promoting production of quality goods as a result of free movement across country borders.
- Promotes technology transfer. This is inform of expatriates leading improvement in the quality of goods produced
- Results into efficiency in production. This is as a result of competition with other entrepreneurs on the world market leading to increase in the amount of quality goods produced at a low cost.
- Promotes diversification in economic activities among countries. This is a result of interdependence among different countries thus increase employment opportunities.
- Promotes democracy and good governance of nations. This creates a good working relationship among different countries thus promoting creativity and innovation among countries.
- Leads to infrastructural development like the roads. This is due to increase access to knowledge and global finance from international funding agencies like World Bank and International Monetary Fund (IMF).
- Promotes capital inflow. This is inform of loans and donations or grants which provides capital for business start-up in Uganda thus promoting business growth and development.
- Generates more government revenue through taxation. This is a result of Foreign Direct Investments/Multinational corporations in Uganda which expand the tax base thus generating more government revenue through paying of taxes.
- Promotes international transactions and communication. This promotes the sharing of business information and increases money flow since people across the world are more connected to each thus simplifying the entrepreneurs work.
- Encourages creativity and innovation in business. This is due to the increase flow of labour, information and ideas among countries.

Negative Effects/Impacts/Implications

- Promotes trade malpractices and other illegal activities like smuggling, prostitution, dumping among others in the country thus limiting development.
- Results into inflation in the country. For example imported inflation which increases the cost of business operation.
- It may result into political instability (insecurity) inform criminality/terrorism. This disrupts investment in the country hence limiting entrepreneurship development.
- Leads to environmental degradation/quick depletion/exhaustion of natural resources. This is a result of over utilization of the available resources with the aim of maximizing profits.
- Leads to collapse of domestic infant industries. This is as a result of increased competition from foreign firms or products as a result of removal of trade restrictions.
- Results into low government revenue inform tax. This is a result of removal of tariffs/duties/taxes on trade like export duty and import duty.
- Leads to unemployment in the domestic country. This due to the collapse of domestic firms as result of increased foreign competition.
- Leads to “brain drain”. This is where people move other countries looking for greener pastures thus reducing skilled labour in the country.
- Results into increased capital outflow inform of profit repatriation. This is where the foreigners prefer investing the profits in their home countries hence limiting entrepreneurial development in the domestic country.
- Increases disease transmission that disrupts development in the country for example agricultural development.
- Leads to cultural erosion. Some entrepreneurial activities carried out basing on external disappear as a result of influence of western culture.

Reasons why immigrants are more likely to become entrepreneurs compared to relative workers

- Immigrants tend to be more educated than relative workers, workers especially from developed countries mainly because of education in their countries is considered as a way out of poverty
- Immigrants have a second market to sale their products and deliver their services
- Many immigrants tend to return to their home countries after they have accumulated some improving on infrastructure example roads
- Wealth and entrepreneurship activity appears to be the best way to achieve this goal
- Immigrants tend to risk takers i.e. they take in to account that living their home country is an action that involves itself high risks

- Immigrants tend to join occupations and industries that have themselves high level of employment often avoids detention by authorities

DEMOGRAPHIC ENVIRONMENT

This deals with demographic characteristics like population size, age, gender and growth and how they influence entrepreneurship development.

Demographic factors that influence entrepreneurial attitudes and opportunities

- **Income levels.** High income levels promotes savings and investment thus promoting entrepreneurship development while low income levels limit savings and investment thus limiting entrepreneurship development.
- **Level of education and training.** Highly educated population in the line of business possesses the required skills and knowledge which encourages entrepreneurship than a population which has low levels of education and training.
- **Age structure.** A community of young people of age 25-35years can easily involve in business hence promoting entrepreneurship than a population made up old married people.
- **Gender differences.** A population dominated by males/men promotes entrepreneurship while a population dominated by women/females discourages entrepreneurship.
- **Population size.** A big population size and growth rate encourages entrepreneurship as it provides a bigger market and cheap labour while small population with a low growth rate limits entrepreneurship since it provides a small market and limited labour.
- **Family background.** A family with role models like parents encourages the family members/children to take-up entrepreneurship as a career thus promoting entrepreneurship while a family with no role models discourages family members/children from taking up entrepreneurship as a career thus limiting entrepreneurship development.
- **Family size.** Individuals from large families like extended families face hardships which force them to engage in business thus promoting entrepreneurship while individuals from small families are faced with limited challenges/hardships which may not force them to engage in business thus discouraging entrepreneurship development.
- **Changing roles and responsibilities of the family.** Increase in family responsibilities forces families to start a business so as to increase on their income than when where family responsibilities and roles have not increased.
- **Family inheritance/succession.** People who inherit wealth from their families have access to business capital hence promoting entrepreneurship than those who do not inherit wealth from their families.

Demographic factors that promote/encourage entrepreneurship development

- High income levels.
- High levels of education and training.
- Population dominated by more young people.
- Population dominated by males/men.
- Large population size.
- Good family background.
- Big/large family size.
- Increase in family roles and responsibilities.
- Inheritance of family wealth.

Demographic factors that limit/discourage entrepreneurship development

- Low income levels.
- Low levels of education and training.
- Population dominated by more old/elderly people.
- Population dominated by females/women.
- Small population size.
- Poor family background.
- Small family size.
- Limited/decrease family roles and responsibilities.
- Lack of Inheritance of family wealth.

TECHNOLOGICAL ENVIRONMENT

This involves knowing how and other intellectual factors that may affect the entrepreneur's business decisions

Technological environmental factors that influence entrepreneurial attitudes and opportunities

- **Availability of raw materials.** Easy access to essential inputs/raw materials promotes entrepreneurship than when the raw materials are limited.
- **Required machines.** Simple machines required to carry out production promotes entrepreneurship than where complicated machines are needed.
- **Power.** Regular power supply encourages entrepreneurship than where is power shortage.
- **Nature of local people.** Cooperative local people encourage entrepreneurship than the uncooperative local people.
- **Maintenance requirement.** Less maintenance requirements call for more entrepreneurs as compared to many maintenance requirements.

- **Availability of skilled man power.** Societies with skilled man power are more enterprising than those that lack skilled man power
- **Transportation facilities.** Developed transport facilities facilitate the movement of raw materials and finished goods to the market thus promoting entrepreneurship while under-developed transport facilities limit entrepreneurship
- **Availability of engineering facilities.** Improved engineering facilities encourage entrepreneurship than under-developed engineering facilities
- **Sanitary and sewerage services.** Where these services are adequately provided business booms than where they are limited or not provide.

Technological environmental factors that promote/encourage entrepreneurship development

- Availability of raw materials.
- Simple machines required.
- Regular power supply.
- Cooperative local people.
- Less maintenance requirements.
- Availability of skilled manpower.
- Presence of developed transport facilities like the good roads.
- Availability of improved engineering facilities.
- Availability of sanitary and sewerage facilities.

Technological environmental factors that limit/discourage entrepreneurship development

- Limited raw materials.
- Complicated machines required.
- Shortage/irregular power supply.
- Un-cooperative local people.
- High maintenance requirements.
- Limited skilled manpower.
- Under-developed facilities like the poor roads.
- Under-developed engineering facilities.
- Absence of sanitary and sewerage facilities.

Strategies/Ways/Measures that can be used by the government to improve on the entrepreneurial environment

- Ensuring political stability in all parts of the country.
- Improving on the infrastructure like roads, railways etc
- Ensuring political stability in all parts of the country

- Reducing on the taxes so as to encourage people to invest.
- Providing short term loans to the entrepreneurs at low interest rates.
- Providing economic incentives like tax holidays to the entrepreneurs.
- Carrying out land reforms policies so as to increase access to land thus promoting entrepreneurship eg lease holding.
- Carrying out further privatization thus promoting private investment in the country.
- Carrying out further liberalization thus encouraging people to participate freely in various economic activities.
- Improving on the legal system in order to provide protection to investors and their properties thus promote entrepreneurship development.
- Encouraging the consumption of locally produced products. This can be done through putting trade restrictions like tariffs/taxes on imported goods to make them expensive thus discourage their consumption.

Strategies/Measure/Ways that an entrepreneur can do to improve on the entrepreneurial environment

- Developing appositive savings culture so as to engage in entrepreneurship.
- Requesting for economic incentives from the government like tax holidays.
- Ensuring value for money while spending to enable the business service.
- Ensuring optimum use of available scarce resources.
- Ensuring proper use of borrowed funds.
- Fulfilling all the legal requirements for running the business like registration paying taxes etc.
- Exercising good analytical management skills in overcoming business risks without delay and fear to take up risk in business
- Recognizing the value of role models hence identifying the desirable role models.
- Expanding on social network to have many people and business partners who can help in world marketing.
- Lobbying for financial assistance for business investment for example loans.
- Recognizing and analyzing market opportunities that can make money.
- Disregarding and avoiding expensive cultural practices and beliefs which consume a lot of financial resources for example exaggerated wedding ceremonies introductions etc

General Strategies/Measures for improving the entrepreneurial environment

- Developing a positive savings culture so as to engage in entrepreneurship
- Requesting for economic incentives from the government like tax holidays

- Ensuring value for money while spending to enable the business survive
- Fulfilling all the legal requirements to run the business like registration, paying taxes etc
- Lobbying for financial assistance for business investment.
- Exercising good analytic management skills in overcoming business risks without delay and fear to take up risk in a business
- Ensuring of proper use of borrowed funds
- Expanding on social network to have many people and business partners who can help in world marketing
- Ensuring optimum use of available scarce resources
- Recognizing and analyzing market opportunities that can make money
- Disregarding and avoiding expensive cultural practices and beliefs.
- Recognizing the value of role models hence identifying the desirable role models.
- Ensuring political stability in all parts of the country.
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Note: with general/strategies, clearly state/show which party is responsible eg government or an entrepreneur