## **FUNCTIONS OF AN ENTREPRENEUR**

1. **Risk Taker**: An Entrepreneur bears any risk in starting up and sustaining his/her business(es). S/he assumes every responsibility that might come up in the course of his business which might be caused by either change in time or quality. He is always ready for emergencies and should competitors emerge, thinks of strategies to outshine them. Mike Gafka said, “To be successful you must accept all challenges that come your way. You can’t accept the ones you like.”
2. **Sales Person**: An Entrepreneur must be a good salesman. If one cannot sell as an entrepreneur, one cannot succeed. S/he is responsible for marketing and advertising his products or services. I assert that there is no magic about making money; it is essentially a medium of exchange of goods and services. So if you are not providing goods and services, you are not qualified to enjoy financial fortune.
3. **Goal Getter**: Entrepreneurs do not only set goals but also thrive so much to achieve their goals. [Robert Kiyosaki](https://thetotalentrepreneurs.com/4-lessons-financial-literacy-robert-kiyosaki/) says, Most people know how to set goals, few people know how to achieve them, that is how to identify an entrepreneur. [**Entrepreneurs set big goals**](https://thetotalentrepreneurs.com/goals-are-a-waste-of-your-time/), so exhilarating that it is scary to an ordinary man.
4. **A Leader**: One challenge of being an entrepreneur is that you have to be in charge. You must be at the forefront of your business at least during startup. You should note that one cannot make it alone as an entrepreneur. Outstanding leaders go out of their way to boost the self-esteem of their personnel. If people believe in themselves, it’s amazing what they can accomplish – Sam Walton. To be a successful entrepreneur, you must possess the ability to attract smart people and build a great business team.
5. **Decision Maker**: Entrepreneurs determine the objectives of their business and they should know what is suitable per time. He decides and maintains the potential investors or financiers of the enterprise and also manages the funds available. He makes sure that his business venture is in good relationship with pubic authorities and society. He also decides the market for his product or services.
6. **Identifies and Solves Problem**: An entrepreneur is quick to identify any problem facing his/her business and immediately seeks a solution. It is said that he that wears the shoes knows where it pains. S/he knows that if any challenge is not resolved as soon as they come, they are bound to face setbacks in the near future.

7 . Social Responsibility-Entrepreneurship with its innovative technology somehow promotes human efforts. It restarts closed industries with innovative managerial strategies and techniques.It also motivates new entrepreneurs and attracts them to engage into an entrepreneurial venture.Entrepreneurship provides new products or ideas that give momentum and diversity into society.

Therefore, entrepreneurship performs social responsibility that protects the welfare, benefit and economic gain of the society. It also promotes the community standard by providing jobs and amenities.

## 8.Public Relations-Entrepreneurship is a new venture that requires social acceptance by the regulatory bodies and the public at large.The government, as well as the persons’ who will be subject to entrepreneurship, would be convinced through public relations to accept and to allow the entrepreneur to execute an entrepreneurial venture.

## 9.Experience Sharing-Entrepreneurship may spread in society through publishing and sharing its success stories..Thus, entrepreneurship holds workshops, industrial visits through which the entrepreneurial experience in different counties may be shared with a widespread adaptation of success.

## 10.Managerial Roles-Entrepreneurs perform several managerial roles to keep their venture functioning with success..The roles are interpersonal roles that consist of a figurehead role, leadership role, and liaison role; informational roles that include recipient role, disseminator role, and the spokesperson role; decisional roles that consist of an entrepreneurial role, disturbance-handler role, resource allocator role, and the negotiator role.

**Conclusion**

**Entrepreneurs** are the bedrock of every society. Their activities bring about the [growth and development of economies](https://thetotalentrepreneurs.com/impact-of-entrepreneurship-on-economy-of-country/). We, therefore, should never look down on any individual that is able to think out an idea, implement it, and solve a problem for humanity no matter how small the solution they provide.