

Entrepreneurship Development: challenges and prospects of small business at National University Area in BD.

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Abstract— It is now generally agreed that small businesses are one of the key engines of growth in many developing countries by contributing to employment creation. In this paper, it is argued that micro and small businesses can not grow or succeed unless they are entrepreneurial. It is with this paper proposed that effort must be placed on the development of entrepreneurial behaviour in small business growth in Bangladesh is to be achieved.

The emerging pattern of business in Bangladesh is that small business will continue to be the source of jobs and growth in the economy. Many studies have been undertaken and have identified numerous problems as being associated with small business, such as lack of finance and access to it, lack of market information, lack of managerial skills and many others. Little attention however has been paid to entrepreneurship which is the underlying factor to the development of small business.

Entrepreneurship is the ability to seek out opportunities and turn to profitable business.

Contribution / Originality: This study contributes in the existing composition by explaining conditions of Bangladesh with entrepreneurs of small enterprises. The originality comes from logical linking among available factors behind entrepreneurship development scope in small business entrepreneurs of National University area.

INTRODUCTION

Entrepreneurship is a vital factor in the socio-economic development process of a country. The role of entrepreneurship is very important for operating a new business. It provides something as person as society. An entrepreneur is the person with the initiative to form a business with his dexterity of creative thinking. He /She is consistent to develop on enterprise being independent self motivated and industrious. He/She retains all the factors of production and reasonable thinking to produce something new in the society.

Some definitions of entrepreneurs are given belows:

- 1) The entrepreneur in Schumpeterian model is an innovative entrepreneur, who depends on assertive social and economic overheads. The economic and social expenses are really poor in backward area which result the low supply of entrepreneurs.
- 2) McClelland – took a sketch of the achieving society and found that initiators could be entrepreneurs as they bear a high demand for accomplishment.

Background of small business entrepreneurs:

Bangladesh came into existence as an independent state on December 16, 1971 after a war of liberation. The total area of Bangladesh is 1,47,570 square kilometers surrounded by India in the West and North, India and Myanmar in the East and the Bay of Bengal in the South. Bangladesh has received special importance due to its strategic location in the South-East region of the world. It has a population of 150.60 million (2011) with an annual growth rate of about 1.37 percent. The sex ratio is 103 males per 100 females.

The economy of Bangladesh was initially characterized by a dominant agriculture sector, low industrial base, acute unemployment and under employment and low per capital income. But over the years there has been significant structural change in the economy. The structural changes of the share of broad sectors of GDP are as 19.29% in 2011-12 from 33.0% in 1980-81 in agriculture and 31.26% in 2011-12 from 17.31% in 1980-81 in industry sector. Service sector remains almost constant and stands at 49.45% in 2011-12 from 49.62% in 1980-81 at constant price over 1995-96.

The country as a nation faces massive problem of unemployment and underemployment. The problem of unemployment is particularly crucial among the educated youths from the major part of labor force. According to Labor force survey 2010, total active manpower is 5.41 crore. The economy in its present structure of investment and

industrial growth is unable to create matching salary employment for more than a fraction of the total underemployed youths. In many countries, attempts have been made to attract educated youth to take entrepreneurship as a profession by introducing entrepreneurship course in the education system as well as entrepreneurship development training programs for the youth. In Bangladesh entrepreneurship course has been introduced in limited scale in the education system recently. Entrepreneurship training is organized by some organization sporadically. The impact of these activities is yet to be evaluated properly.

Objectives Small business entrepreneurship in National University area:

1. To identify the nature of business and its profile.
2. To determine the training needs of the participants.
3. Knowing the problems faced to small business entrepreneurs.
4. Recommendation for solution.

Small Business:

The best business idea is listed for Bangladesh to start your own business with a small investment. Bangladesh is the place where we can start any business with small capital. In a world Bangladesh is increasing her economy for this season of low labour cost, cost effective products and huge numbers of the population.

Definitely this list of business idea will help us to get a perfect idea to start our own small business in Bangladesh.

Definition of small business:

Small business is an independently owned and operated company that is limited in size and in revenue depending on the industry.

- 1) A local business that employs 10 people is an example of a small business.
- 2) A manufacturing factory that employs less than 500 people is an example of a small business.

Challenges of small business in Bangladesh:

1. In proper publicity of Gov't facilities.
2. Insufficient arrangement for pre-investment advice.
3. Lack of required financing.
4. Scarcity of Raw-materials and other factors of production.
5. Problem in marketing products that is produced.

6. Lack of training.
7. Lack of package.
8. Lack of knowledge regarding technology and management.

In Bangladesh there is no abundance facility developing entrepreneurship rather exist a large number of obstacles, which are liable for not developing entrepreneurs in Bangladesh described in below:

1. Sometimes government provides facilities for developing entrepreneurs in limited basis. These have not informed properly to the remote villagers. Therefore, these facilities can not work well. Some urban centered people accept the facilities that are not all for developing entrepreneur's fundamental obstacles.

2. Pre-investment advice is essential to ensure best use of investment. In our country there is no sufficient arrangement of pre-investment advice. For this reason, most of entrepreneur can not study market feasibility for the product and business. Demand for the product in market possibility of gaining profit etc. With the lack of this study most of the entrepreneur can not operate their activities successfully. Many of them fail in their initial activities.

3. This is the fundamental problem of developing entrepreneurship in Bangladesh. Here entrepreneurs face problem in collecting required working capital and fixed capital. Most of the financing organization demand for supporting papers and apply rigid condition. As a result, most of the entrepreneurs can not get required capital to operate their activities smoothly for expansion of business.

4. In our country there is an immense shortage of basic raw materials to operate industrial activities smoothly such as skilled manpower technology capital and so on for which they have to import basic raw materials and supplementary factors of production that increase the cost of production. As a result, entrepreneur can not take initiative to establish industrial organization smoothly.

5. Now a days marketing of the product has become an important task in business that largely exists in our country. In open market economy, product of the home and foreign countries are competing each other in same market. Usually quality products captured the market because of different problem and lack of factors of production. Our entrepreneur can not produce or hardly produce quality product as developed country. For that reason, now a day, they face marketing problem greatly for every product.

6. Training is essential to work efficiently and effectively in any field. Training is a practical experience regarding job that is necessary to increase efficiency and productivity. In our country, there is no available training center to provide training in developing entrepreneurs. As a result, people can not come ahead to take initiative that is an obstacle to develop entrepreneurship.

7. In developed country, Gov't and Non-Gov't sector provide peakage help for developing industries sector. It includes technical help, raw material, working capital and so on. These are helpful in creating entrepreneurship as well as industry. But in our country, there is no abundance peakage help that is very essential for deveoping entrepreneurship. So it is another problem of developing entrepreneurs and entrepreneurship in Bangladesh.

8. In developed country, most of the business and industries are technology oriented and they follow modern management technique. Those are helpful in developing dymamic entrepreneurs. Nevertheless, in our country, there is little scope of technology and modern moanagement. Besides, we also have not proper knowledge regarding those matters.

for going are the obstacles or problem in developing entrepreneurs and entrepreneurship in Bangladesh.

Methodology of the study:

In order to carry on this work and to find out the objectives, challenge and prospects of entrepreneurship that will be some qualitative and some quantitative in nature, descriptive research design has been done. At first we make some questions for enquiring concerning objectives to small business entrepreneurs. It is the primary data collection method. Another is relevant and supporting secondary data have been collected through desk study including research articles, texts, research monographs, cases and various published and Un-published materials on the topic.

Research population:

The population of this research constituted of small business entrepreneurs in National University area.

Data collection and analysis:

The data collection approach is anchored and challanges for small business in national University area entrepreneurs, Therefore, data were collected through face to face interviews with small business entrepreneurs. Face interview lasted for approximately 15 minutes. The interviews were of paramount importance as they halped to validate what the literature postulates regarding small business.

serial	Name and address
01	Suci Basralaya bohar Ali Super Market sine board Mobile no -01725516051
02	Labbi Bashralaya bohar Ali Super Market sine board Mobile no – 01733454245
03	Tangile Bashralaya bohar Ali Super Market sine board Mobile no – 0170880025
04	Suci Basra Bitan bohar Ali Super Market sine board Mobile no – 1719960177
05	Al- Humdullila Basra Bitan bohar Ali Super Market sine board Mobile no – 017231712306665
06	Rabya Bashralaya bohar Ali Super Market sine board Mobile no - 01685376759
07	Mayer Doya Bashra Bitan

	Bohar Ali Super Market sine board Mobile no - 01774900209
08	Bhai Bhai Fashion Bohar Ali Super Market Sine Board Mobile no -01676558941
09	Khan Fashion Bohar Ali Super Market Sine Board Mobile no -01911558586
10	New Collection Bohar Ali Super Market Sine Board Mobile no -01799299233
11	Allar Dan Bashra Bitan Bohar Ali Super Market Sine Board Mobile no -01726236474
12	Radients Garments Bohar Ali Super Market Sine Board Mobile no -
13	Raduyan Fashion Bohar Ali Super Market Sine Board Mobile no -01704155185
14	Hazi Shafiqul Garments

	Bohar Ali Super Market Sine Board Mobile no -01773420141
15	Abdur Ohab Bashralaya Bohar Ali Super Market Sine Board Mobile no -01639007749
16	Jannat Fashion Bohar Ali Super Market Sine Board Mobile no -01949903401
17	Elma Ayesha Pharmacy N.U. Gate Mobile no-01712297369
18	Shima Medical Hall N.U. Gate Mobile no-01987413802
19	Sayed Pharmacy N.U. Gate Mobile no-01724706814
20	Arpana Pharmacy N.U. Gate Mobile no-01986806195
21	Fahim Medical Hall N.U. Gate Mobile no-01715017019
22	Pragati Medical Hall Bat Tolla, Board Bazar Mobile no-01723240394

23	Shuva Drug House Bat Tolla, Board Bazar Mobile no-01711245390
24	Tanha Drug House Bat Tolla, Board Bazar Mobile no-01912672383
25	Chandpur Medical Corner Bat Tolla, Board Bazar Mobile no-01830905121
26	Mayer Doya Medicine Corner Bat Tolla, Board Bazar Mobile no-0194464493
27	Kazal and Sonia Medicine Corner Bat Tolla, Board Bazar Mobile no-01953122627
28	Mafuz Pharmacy Bat Tolla, Board Bazar Mobile no-01673899532
29	Toya Medical Hall Bat Tolla, Board Bazar Mobile no-01734630525
30	Dawan Pharma Bat Tolla, Board Bazar Mobile no-01716792792
31	Rajshahi Drug House Bat Tolla, Board Bazar Mobile no-01716972792
32	Arif Pharmacy Bat Tolla, Board Bazar

	Mobile no-01716144252
33	Mazibur Tea Stall N.U.Gate
34	Rahul Tea Stall N.U.Gate
35	Abul Hossain Tea Stall N.U.Gate
36	Zakir Tea Stall N.U.Gate
37	Sabuz MiaTea Stall N.U.Gate
38	Guru DasTea Stall N.U.Gate
39	Saiful IslamTea Stall N.U.Gate
40	Azizul Tea Stall N.U.Gate
41	JuelTea Stall N.U.Gate
42	MajnuTea Stall N.U.Gate
43	Abdur RahamanTea Stall N.U.Gate
44	SabusTea Stall N.U.Gate
45	Raju MiaTea Stall N.U.Gate
46	HannanTea Stall N.U.Gate

47	AkasTea Stall N.U.Gate
48	BiplobTea Stall N.U.Gate
49	Rabbie metal N.U.Gate
50	Hamin Furniture N.U.Gate
51	Sadia Furniture N.U.Gate
52	Alamin Steel N.U.Gate
53	Mitu steel Furniture N.U.Gate
54	Yeasin varieties Furniture N.U.Gate
55	Longlifu Furniture N.U.Gate
56	Sattar Steel Furnitur N.U.Gate
57	B.S Enterprise N.U.Gate
58	T.S Steel Furnitur N.U.Gate
59	Mozibur Rahman Furniture N.U.Gate
60	Shoki Steel Furniture N.U.Gate
61	Babul Enterprise

	N.U.Gate
62	Mayar Doya Furniture N.U.Gate
63	Mohim Steel N.U.Gate
64	Shapan Furniture N.U.Gate

Questionnaire of small business of entrepreneurs:

01. What is your name?
02. How old are you?
03. What is your educational qualification?
04. Are you trained up concerning your business?
05. What i your experience?
06. Where do you buy from?
07. How much capital do you need?

08. Now how much capital are there?

09. Who are your clients?

Age: 25

10. Have you any bank laon?

11. Do you take any laon from NGO?

Merital status: Unmarried

12. How are you encourage to be engaged in this business?

13. How many employees are in your business?

Familly members: 05

14. Merital status: Married/un-married.

15. How many members in your familly?

Education: BBA (pass)

16. Do you need any training also for this purpose?

17. What kind of technical supports do you need?

Experience: No

18. Do you need increasing your business capital?

19. Have any operating problems are in your business?

Capital Employed: 20,00,000

[Business Profile](#)

20. Have you face any hazards by your competitors?

21. Do you face any violence in business?

22. Do you want to expand your business size?

23. Do you change your business type?

24. Why are you change your business type?

25. What are your future plan for growing institute?

[Business Profile of pharmacy business](#)

Prfile no.22

Progoti medacal hall

Bottala, Board bazar

[Business Profile](#)

Mobile no.01723240394

[Business Profile of Ready made Garments](#)

Prfile no.14

Hazi Shafiqul Gaments

Bohar Ali Super Market

Mobile no.01773420141

Proprietor Name: Md. Soliman

Proprietor Name: Nur mohammad

Age: 70

Merital status: married

Familly members: 10

Education: Dip- in pharmicy

Business Profile of Tea stall

Experience: 37

Rahul Tea stall

Capital Employed: 6,00,000

Business Profile

Prfile no. 34

Business Profile of Wood and steel furniture

Sadia furniture

N.U gate.

Proprietor Name: Rahul dev

Prfile no. 50

Age: 27

N.U. Gate

Merital status: married

Mobile no. 01731548410

Familly members: 04

Proprietor Name: Khairul Islam

Education: class 09

Age: 35

Experience: 05

Merital status: married

Capital Employed: 1,00,000

Familly members: 07

Education: HSC

Experience: 09

Capital Employed: 20,00,000

Business Profile

The sampling design:

Broad two types probability and non-probability sampling there are. Probability samples are based on chance factor without any biasness. Every element has a known non- zero probability of being selected. We have collected data from four categories small business entrepreneurs totally 64 participants. We calculate each small business in a certain number. After there we take sample for finding out its prospects and challenges. The participants stall no are given below –

$$n = 32$$

$$K = (\text{Interval}) = \frac{N}{n} = \frac{64}{32} = 2$$

$$K = (2, 4, 6, \dots, 32)$$

We have used systematic random sampling procedure.

Readymade garments	Pharmacy business	Tea stall	Wood & steel furniture
1	17	33	49
2	18	34	50
3	19	35	51
4	20	36	52
5	21	37	53
6	22	38	54
7	23	39	55
8	24	40	56
9	25	41	57
10	26	42	58
11	27	43	59
12	28	44	60
13	29	45	61
14	30	46	62
15	31	47	63
16	32	48	64

After sampling we have got the following stall number:

Ready made garments	Pharmacy business	Tea stall	Wood & steel furniture
2	18	34	50
4	20	36	52
6	22	38	54
8	24	40	56
10	26	42	58
12	28	44	60
14	30	46	62
16	32	48	64

The problems of small business entrepreneurs existing our survey:

1) Lack of capital:

Small businesses remain in lack of capital. They do not get proper information from Govt. or associated financial institutions or NGO. Four categories of businesses can not expand their business lack of capital.

2) Minimum sales volume:

There are so many small business entrepreneurs in wood and steel furniture. They produce more products but their demand is poor. It is capital intensive business. Without sales, the capital is not recovered. Many entrepreneurs are not able to pay their workers in right time. But in pharmacy and garments businesses, sales volume is good at all and in Tea stall customers depend on the customers service.

Participants = 64

Sample size = 32

Here, N = 64

Our findings on prospects of small business entrepreneurs:

1) Expansion of business:

We have conducted survey on 16 Tea stalls, we have got 13 owners of these businesses that they want to expand their business. So it is 81.25 % of our survey of Tea stall entrepreneurs on this point we have got 62.5% entrepreneurs to do their business expansion as a pharmacy business. In ready made garments these small businesses are capital intensive. About 87.5% entrepreneurs want to expand their businesses. In case of wood & steel furnitures 50% entrepreneurs want to expand their businesses. On sampling we can say that 21 participants among 64 have given opinion about expansion of business. It is only 32.81 % of our survey.

2) Employment opportunities: There are four categories small business of entrepreneurs i.e. Tea stalls, ready made garments, pharmacy business and wood & steel furniture. Without pharmacy business, other three businesses have good opportunities to employ people for their expansion.

3) Training facilities: Training is essential for small business entrepreneurs. In pharmacy business, new comers get training for new business. Tea stalls, and wood steel furniture have good training facilities for new entrepreneurs.

4) Loan facilities: Small business entrepreneurs need loan from bank or NGO. In Ready made garments, two entrepreneurs have taken loan from bank and one entrepreneur from NGO among sixteen entrepreneurs. It is 12.50% from bank and 6.25% from NGO. In pharmacy business it is 6.25% from bank and 18.25% from NGO. In Tea stall none can take loan from bank because of formality and time consuming process. They have procured loan from NGO. It is 43.75% loan from NGO. In wood and steel furniture five owners have got loan from bank and four owners from NGO. It is 31.25% from bank and 25% from NGO. In sampling 15.62% from bank and 25% from NGO who have procured loan as a whole our study.

5) Business environment with no violence:

Business environment is necessary for small business entrepreneurs. In every category of businesses has given a good report about business environment. They have done their businesses with no violence. It is the most important elements of businesses which helps the growth of businesses.

Recommendation for solution:

1) In case of ready made garments, there are lot of problems existing for increasing sales. Here some items are seasonal. A customer chooses his/ her dress considering preference, taste colour and price. Every customer wants to buy his / her dress in exchange of competitive price. In these businesses, a small business man must consider customer needs and seasonal motive. The business man who forecasts customers oriented matters, he would sell more to the customers.

2) Pharmacy business of four categories small business entrepreneurs is one important business. It saves our lives supplying medicine and serving human beings. This business is more competitive. Every customer wants to buy medicine when he / she gets all prescribed medicine together. A businessman may be successful if he stores all important medicine maximum boxes. He must do relationship to expert doctors and suppliers. If he provides all medicines to patients at competitive price with in a short time, the patients always would come to his shop. Starting pharmacy business a businessman must take pharmacist training and other serving training so that a patient can take good nursing from pharmacist. All primary treatments must be known to pharmacy businessman.

3) We are all familiar to Tea stall business. Any person can start this business. No qualification need not this business. At this opportunity, most of business man are illiterate. In our survey, only one business man studies up to class nine. But we will say that at this business, education must be necessary. These businessmen do not know how to serve hygienic food and drinks to customers. They do not keep balanced food in their shops. They use bad oil in preparing handmade foods. It brings ill health most of the customers some businessmen use well decorated room for their customers. But their kitchen rooms are full of dust and unhygienic. As a result, they are in problem of customers. Another problem of Tea stall businessman is that many customers take tea but not pay. They do not provide money next time. Thus the businessmen close their shop. We can say that Tea stall entrepreneurs must sell in cash.

4) Wood and steel furniture business is another small business of our study. It is capital oriented business. Most of entrepreneurs do not use bank loan. They operate their businesses with own capital. As a result, these entrepreneurs have to provide much tax to Govt. In these cases, they must take loan from bank proportionately. Thus these businesses would be profitable. They do not know how to utilize Govt. facilities. Govt. can provide them loan in easy conditions. Their sales volume is lower than other small business. They do not give any preference of customer's need and taste. They make furniture as they like so this furniture remains unsold. We can say as recommendation that furniture must be made by efficient and well learned technician with justifying customer's need.

Limitations of the study:

1) We have taken only for categories of small business. There are many businesses located in

National University Area.

2) Many potential subjects matter would not come to our questionnaires.

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