

**ENTREPRENEURIAL BUSINESS: ASSESSING THE TYPES AND STRATEGIC WAYS OF
SUSTAINING THEM**

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ABSTRACT

Modern economies are built on the backs of entrepreneurial enterprises, which stimulate economic development, innovation, and job creation. Small business, scalable startup, and large company entrepreneurship are among the types of entrepreneurial businesses that are examined in this study. It also looks at the main strategic approaches to maintaining an entrepreneurial business, like innovation, continuous improvement, and developing strong customer relationships, as well as the challenges that prevent them, like market competition and financial access, and how to overcome them. In addition to providing recommendations on cultivating an entrepreneurial mindset, promoting innovation, and utilizing strategic partnerships to ensure sustained growth and adaptability in a rapidly changing global economy, this study concludes that entrepreneurial businesses are essential for advancing innovation, economic growth, and job creation.

KEYWORDS: Business: Entrepreneurial Business, Strategic Ways, Strengthening Mechanism

INTRODUCTION

A country's economic progress is greatly aided by entrepreneurial enterprises since they promote innovation, job creation, and competitive marketplaces. Defined broadly, entrepreneurship refers to the process of designing, launching, and running a new business, often initiated as a small enterprise with the potential for growth (Welter, 2018). Due to market fluctuations, economic uncertainty, and competitive pressures, entrepreneurial businesses—known for their high risk and inventiveness—remain essential to a dynamic economy, but their sustainability continues to be a major challenge.

The types of entrepreneurial businesses vary widely and include startups, small to medium enterprises (SMEs), and scalable ventures, each with distinct characteristics, capital requirements, and growth trajectories (Mason & Brown, 2019). Notwithstanding their different strategies, startups and SMEs share the difficulty of attaining long-term sustainability, even when their emphasis on technology and industry stability differs.

Adaptive management and strategic thinking are essential for sustaining entrepreneurial endeavors. Entrepreneurs must develop strategies that allow their businesses to thrive amidst evolving market conditions, technological advancements, and customer demands (Burns, 2020). Diversifying product lines, encouraging innovation, preserving financial stability, and implementing sustainable practices are all tactics for sustaining entrepreneurial enterprises, which in turn promote economic growth and innovation.

CONCEPT OF BUSINESS

The financial activity of creating, purchasing, and reselling goods and services in order to generate revenue is known as business. An enterprise that is involved in commercial, industrial, or professional activity is also referred to as a business. According to Aremu (2015), business is an organized and systematic activity for earning profit. However, the success of a business depends on attracting customers, offering high-quality goods and services at competitive costs, and adjusting to changing market conditions. Adam (2024) stated that Business is a commercial activity related to production and distribution of goods and services for economic gain.

In order to meet the demands of consumers, manufacturers, distributors, and institutions work together to form businesses, which can be limited liability companies, partnerships, or sole proprietorships. The degree of scale of business varies depending on factors like availability of finance, capacity to be at risk, business policy of the firm, competition in the market and so on (Adam, 2024). Starting a business entails risk and uncertainty that might result in losses, such as market recession, consumer preferences, government regulations, technology, fire damage, natural disasters, and civil unrest.

CONCEPT OF ENTREPRENEURIAL BUSINESS

In unpredictable or undeveloped markets, entrepreneurial firms are proactive endeavors that leverage opportunity, innovation, and value creation; they frequently entail individuals or groups taking measured risks. The core aim of entrepreneurial business is not only economic success but also the disruption of traditional business models through innovation and adaptability (Shane & Venkataraman, 2000; Shepherd et al., 2019). An entrepreneurial business is an enterprise started by people or organizations who risk money to develop and launch novel goods, services, or concepts. Entrepreneurs often identify gaps in the market, develop a business plan, and seek funding to launch their ideas (Kuratko, 2016).

Entrepreneurial businesses, from start-ups to small enterprises, are creative, daring, and concentrate on expansion, scalability, and spotting market niches with distinctive goods or services. Entrepreneurial businesses include startups, small businesses, social enterprises, and corporate ventures, each with unique goals and strategies to innovate and explore new markets (Rialp et al., 2020). It is also beneficial in a society because it promotes economic growth by creating job opportunities, it provides a drive towards technological advancement and many entrepreneurial ventures support local communities through social responsibility initiatives (Kuckertz et. al., 2020).

TYPES OF ENTREPRENEURIAL BUSINESSES

There are many different types of entrepreneurial businesses each with unique traits and goals. Here are some of the most common types of entrepreneurial businesses as mentioned by Indeed (2023):

- ***Small Business Entrepreneurship:*** Small business entrepreneurship focuses on specific markets, manages local businesses, and requires less initial funding. These business endeavors, which are frequently family-owned and support thriving local economies and cultural variety, encourage innovation, job creation, economic growth, and customer loyalty.
- ***Scalable Startup Entrepreneurship:*** Scalable startup entrepreneurship uses technology and creative models to achieve quick growth and expansion. In order to achieve substantial income and market share, the founders look for outside finance while concentrating on user feedback and market validation.
- ***Large Company Entrepreneurship:*** Large company entrepreneurship encourages innovation and risk-taking in well-established businesses. By utilizing networks, resources, and market expertise to develop new goods and services, it boosts competitiveness, growth, and customer loyalty.
- ***Social Entrepreneurship:*** Through creative problem-solving and community participation, social entrepreneurship seeks to address societal issues including poverty, healthcare, and education while fostering the development of a sustainable economy.
- ***Innovative Entrepreneurship:*** Innovative entrepreneurship focuses on creativity, risk-taking, and teamwork while developing ground-breaking goods, services, or business strategies. In order to propel economic expansion and societal advancement, it entails comprehending consumer behavior, market trends, and sustainability.
- ***Imitative Entrepreneurship:*** By focusing on localization and improving quality, pricing, or customer service, imitation entrepreneurship lowers risks, stimulates innovation, and boosts economic growth by copying or modifying preexisting concepts, goods, or services.
- ***Buyer Entrepreneurship:*** By utilizing assets and lowering startup risks, buyer entrepreneurship entails entrepreneurs purchasing and running already-existing companies. This strategy promotes economic stability and market consolidation while also increasing efficiency and innovation.
- ***Researcher Entrepreneurship:*** In researcher entrepreneurship, people use academic research to develop unique goods, services, or companies, bridging the knowledge gap between industry and academia, encouraging innovation, and boosting the economy.
- ***Hustler Entrepreneurship:*** Hustler entrepreneurship is defined by diligence, ingenuity, and resourcefulness, and it frequently flourishes in constrained settings. They focus market trends, resilience, and agility while frequently managing several projects at once.

MODERN ENTREPRENEURIAL BUSINESSES

An entrepreneur is a person who seeks to meet a market need or opportunity by starting a new business. According to Baksani (2023) Modern entrepreneurship revolves around the fundamental steps of the entrepreneurial process, discovering opportunities, actively seeking them out, and making the decision to capitalize on them. It aims to improve people's lives, increase competition, address a lot of real-world issues, and support economic growth, job creation, prudent resource usage, and market expansion.

Economic sustainability depends on modern entrepreneurship for the development, modeling, mapping, and structuring of the new idea of ecologically and socially sustainable enterprises. Entrepreneurs are crucial to the development of most economies, especially when it comes to boosting economic growth through the introduction of novel goods and technologies that spread knowledge, the creation of new jobs, the encouragement of competition, and the better use of resources. Yordanov (2019) asserted that, Modern entrepreneurs and entrepreneurship play an indispensable role in achieving economic success of individual businesses, as well as the high growth of the economy as a whole. Furthermore, the innovative economy is centered on entrepreneurship.

Modern entrepreneurs develop a novel concept for a product or service and package it for sale to customers. In order to satisfy customer demands, entrepreneurs might also improve an already-existing good or service and market it as a better option. According to Jeremy Kennedy (2022) Modern entrepreneurship is all about creating value with the least time possible, one may consider it as business process optimization. It is similar to employing additional personnel to oversee more systems and procedures before marketing them to customers. It involves outsourcing the remainder of the work and concentrating on the key capabilities. The goal is to provide customers with greater value at every ST E P.

Finding, developing, and seizing chances to create novel goods, services, or business models while utilizing data, technology, and innovative methods to promote expansion and sustainability are all part of modern entrepreneurship. Innovation, commercialization, and teamwork are all part of modern entrepreneurship, which focuses on developing new technology and creative methods to increase consumer value.

STRATEGIC WAYS OF SUSTAINING ENTREPRENEURIAL BUSINESS

Implementing strategies that support long-term viability, resilience, and adaptation is essential to sustaining an entrepreneurial business and overcoming challenges including economic swings, technical improvements, and market competition.

- **Innovation and Continuous Improvement**

The foundation of successful entrepreneurship is innovation. Businesses must constantly innovate by enhancing their goods, services, and business models if they want to stay competitive. This entails improving client experiences, investigating new market trends, and using new technologies. Innovation promotes growth and sustainability by assisting companies in setting themselves apart from rivals and seizing market opportunities. Agility is fostered by a continuous improvement culture, which helps businesses react quickly to shifts in consumer preferences or market conditions.

- **Building Strong Customer Relationships**

The durability of entrepreneurial businesses depends on the loyalty and happiness of its customers. Developing strong, lasting relationships with customers requires a focus on

personalized experiences and high-quality service (Baker & Sinkula, 2019). Entrepreneurs should put plans in place to get input from clients, attend to their demands quickly, and offer solutions that deal with particular problems. In addition to guaranteeing repeat business, a customer-centric strategy fosters favorable word-of-mouth advertising, which is essential for the long-term viability of a company.

- **Financial Management and Sustainability**

Maintaining a business's viability requires effective financial management. Entrepreneurs need to develop financial plans that strike a balance between risk reduction and expansion. This includes maintaining cash flow stability, managing debt effectively, and ensuring proper cost control measures (Blank, 2020). Additionally, entrepreneurial endeavors can maintain their financial stability in unpredictable economic times by looking for a variety of funding sources, including crowdfunding, private equity, and venture capital.

ADOPTING SUSTAINABLE BUSINESS PRACTICES

For entrepreneurs, sustainability is a strategic concern since it improves reputation, draws in loyal customers, secures long-term investment, and fosters consumer trust, all of which contribute to long-term success.

- **Monitoring Market Trends and Competitor Analysis**

To stay relevant in the market, entrepreneurs need to keep a close eye on market trends and competition activity. Market research provides insights into consumer behavior, industry developments, and potential disruptions (Eshima & Anderson, 2017). Knowing the advantages and disadvantages of rivals enables business owners to strategically position their products and predict changes in the market.

FACTORS THAT INHIBIT ENTREPRENEURIAL BUSINESSES

Despite the challenges that prevent them from succeeding, entrepreneurial enterprises stimulate economic growth, innovation, and the creation of jobs. Developing strategies and establishing a favorable environment require an understanding of these aspects.

- **Access to Finance**

Obtaining funding is still one of the biggest challenges facing business owners. Because of perceived risks, a lack of collateral, or a lack of credit history, many startups find it difficult to obtain capital from traditional financial institutions. Their capacity to make investments in crucial fields like marketing, R&D, and human resources may be restricted by this lack of funding.

- **Market Competition**

Entrepreneurial success may be hampered by intense competition, especially in crowded marketplaces. Market entry obstacles and decreased profitability might result from new enterprises' frequent inability to set themselves apart from more established rivals. In order to comprehend their competitors and find unique selling propositions (USPs), entrepreneurs need to perform in-depth market research. The inability to adapt to competitive pressures or to innovate can lead to business failure (Kauffman Foundation, 2019).

- **Regulatory Environment**

One of the biggest obstacles to entrepreneurship can be a complicated regulatory framework. High compliance costs, onerous licensing procedures, and excessive regulation might deter prospective business owners from launching or growing their enterprises.

- **Lack of Skills and Education**

The success of business endeavors might be hampered by entrepreneurs and their staff members' lack of pertinent training and expertise. Deficits in skills might impact one's ability to innovate, make decisions, and run operations efficiently. The Global Entrepreneurship Monitor (GEM) reports that educational background significantly impacts entrepreneurial intentions and success rates (GEM, 2020).

- **Cultural Attitude towards Entrepreneurship**

Entrepreneurial success can be strongly impacted by cultural views on entrepreneurship. Failure is stigmatized in some cultures, which may discourage people from starting their own businesses. Entrepreneurial activity is more common in cultures that value creativity and accept failure. On the other hand, prospective business owners could be reluctant to take chances in societies where entrepreneurship is seen poorly.

HOW TO MITIGATE THE FACTORS THAT INHIBITS ENTREPRENEURIAL BUSINESSES CRITICAL SUCCESS

A comprehensive strategy combining business owners, legislators, academic institutions, and financial institutions is required to address a number of barriers to entrepreneurial success.

- **Diversification of Funding Resources**

A multifaceted strategy is needed to mitigate the issues that impede entrepreneurial success, with efforts coming from financial institutions, educational institutions, policymakers, and entrepreneurs themselves. A more encouraging atmosphere for entrepreneurship can be achieved by addressing each impediment with targeted tactics and initiatives.

- **Differentiation and Innovation**

Offering distinctive goods or services that set them apart from rivals might help entrepreneurs beat market competition. However, a study by Marlin-Bennett (2004) cited in Nwachukwu, et.al (2020), explained that the creation of innovative ideas and technologies is considered uniquely human, and it is fundamental to advances in all sectors and aspects of human life. In order to disrupt current markets or carve out new market niches, they can also invest in innovation.

- **Leveraging Business Advisory Services and Challenges**

To get help with regulatory obstacles, entrepreneurs can turn to business consulting services like consultants and law companies. Furthermore, technological systems that automate regulatory compliance can lessen the strain of adhering to industry rules.

- **Investment in Education and Professional Development**

By enrolling in classes, traveling to workshops, and looking for mentorship, entrepreneurs should prioritize lifelong learning. They can gain important abilities like marketing, leadership, and financial management as a result. To increase total organizational competency, companies should also fund employee training initiatives.

- **Promotion of Entrepreneurship**

The media, governments, and educational establishments can all influence societal perceptions of entrepreneurship. More people may be inspired to take risks as entrepreneurs by showcasing prosperous businesspeople as role models and fostering an environment that sees failure as a teaching opportunity.

STRENGTHENING MECHANISM TO ENTREPRENEURIAL BUSINESS SUCCESS

Entrepreneurs must strengthen internal and external mechanisms within their business framework for long-term sustainability and growth, ensuring resilience, scalability, and adaptability in uncertain environments.

- **Fostering a Culture of Innovation**

Promoting an innovative culture is one of the most important strategies for guaranteeing the success of entrepreneurial businesses. Innovation allows businesses to continuously adapt to changing market conditions, consumer preferences, and technological advancements (Wales et al., 2020). To come up with fresh concepts and solutions that might provide the company a competitive edge, entrepreneurs need to encourage their teams to be creative and experiment. This includes innovation in business models, processes, and customer experiences in addition to innovation in products and services. Businesses can maintain their agility and responsiveness to changes in the industry and achieve long-term success by adopting a philosophy of continuous development.

- **Leveraging Technology for Operational Efficiency**

In the digital age, technology is essential to increasing the success of business endeavors. Businesses may increase production, cut expenses, and streamline processes by implementing technology. To improve business operations and decision-making, entrepreneurs need to use digital tools like enterprise resource planning (ERP) software, data analytics, and customer relationship management (CRM) systems. Additionally, adopting e-commerce platforms and digital marketing can greatly expand market reach and improve customer engagement. Businesses can increase their efficiency, scalability, and competitiveness in the global market by utilizing technology.

- **Building Strategic Alliances and Networks**

Networking and strategic alliances are essential tools for bolstering startup companies. Collaborating with other firms, industry leaders, and stakeholders can provide access to new markets, resources, and expertise (Xu et al., 2020). These partnerships, joint ventures, and research collaborations are some examples of these alliances, which enable companies to share risks and capitalize on complementary capabilities. Making connections with other business owners and industry professionals also provides access to insightful information, investment opportunities, and mentorship. By pooling resources and information, a strong network gives companies a competitive edge and helps them overcome obstacles more skillfully.

- **Implementing Sustainable Business Practices**

An increasingly important component of entrepreneurial enterprises' success is sustainability. To draw in customers, shareholders, and other stakeholders that value sustainability, entrepreneurs must integrate environmental, social, and governance (ESG) factors into their business plans. This entails implementing strategies like waste reduction, energy efficiency enhancement, and equitable work practices. Businesses can improve their reputation, increase consumer loyalty, and gain access to new markets that value sustainable

and ethical consumption by coordinating their operations with more general societal and environmental objectives.

- **Market Diversification and Adaptation**

Market diversification, which enables companies to distribute risk and seize new possibilities, is another important strengthening mechanism. To lessen their reliance on a single source of income, entrepreneurs could look at diversifying their product offerings, breaking into new geographic markets, or catering to various clientele. Equally crucial is adapting to shifting market conditions. Companies are more likely to endure and expand if they maintain their adaptability and responsiveness to outside factors including changes in the economy, technological advancements, and governmental regulations. Adaptability and strategic market diversification guarantee that companies can prosper even under unstable conditions.

RISK MANAGEMENT AND CONTINGENCY PLANNING

Entrepreneurship entails risk, and in order to successfully navigate ambiguities, successful companies must put strong risk management procedures in place. This includes identifying potential risks, such as market volatility, supply chain disruptions, or regulatory changes, and developing contingency plans to mitigate these risks (Picken, 2020). To protect themselves from unanticipated difficulties, entrepreneurs should diversify their supply chains, preserve cash reserves, and make sure they are in conformity with the law. Proactive risk management increases the company's resilience and guarantees that it can function even under challenging circumstances.

CONCLUSION

In conclusion, entrepreneurial businesses play a pivotal role in driving innovation, economic growth, and job creation. Assessing the various types of entrepreneurial ventures, from small-scale startups to scalable enterprises, reveals the diverse approaches to business development. Sustaining these ventures requires a strategic focus on fostering innovation, sound financial management, leveraging technology, and cultivating strong customer relationships. Entrepreneurs must also prioritize adaptability, market diversification, and sustainable practices to ensure long-term success. By integrating these strategic elements, entrepreneurial businesses can thrive in competitive environments, positioning themselves for sustainable growth and resilience in an ever-evolving market.

RECOMMENDATIONS

- It is advised to encourage entrepreneurs to foster a culture of innovation to stay competitive, constantly adapting their products, services, and business models to meet evolving market demands.
- Entrepreneurs should invest in developing their workforce and leadership capabilities, fostering skills that drive creativity, productivity, and strategic decision-making within the business.
- It is recommended that entrepreneurs to build strategic partnerships with other businesses, stakeholders, or industry leaders in order to provide access to new

markets, shared resources, and expert knowledge, that will help in strengthening the foundation for long-term success of their business.

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