

1. Introduction

In managing or starting a business, there are a lot of things that must be considered. If an owner fails to address at least one aspect of managing a business, there is a good chance that a chain reaction will occur and most of the time; it will correspond to the degree of failure previously made.

This is a compilation of results from an interview conducted with an entrepreneur from Kiboso Country who is the owner of a profitable company manufacturing diapers as well. Certain areas like his reasons for starting his business, his motivations, the strategies he used and the approaches he utilized to achieve the current state of his business today will be focused on.

2. Management Summary

Mkorosho Group is a leading company in Kiboso that manufactures modern diapers. Currently, it is owned by only one owner; therefore, it can be classified as a sole proprietorship type of business. The owner who is also called a president basically oversees the overall processes of the business together with his chosen advisors and managers. The president sees the process of manufacturing diapers as a highly technical one and therefore he perceives it as a huge gap to fill in terms of employees and quality assurance.

3. Company and Interviewee Background

The subject on the interview in which data was obtained to present findings from this case is the owner of a firm in Kiboso. The firm operates and makes profits by manufacturing modern diapers and then selling it to retailers. The name of the company is “Mkorosho Group” and it is based in Mawela, Kiboso. Because probably the most suitable interviewee to ask questions from, to gather as much and as quality information as could be is the head of the firm, according to Mabutu (2008), and therefore the president of the Mkorosho Group for that matter.

4. Reasons why most entrepreneurs start their businesses

There could be a lot of reasons for an individual to start a business. Surprisingly, the reasons why entrepreneurs start to form their own businesses can become one of the foundations of a stable and profitable firm. This is basically true because according to Jose Yasin (n.d.), the reasons for starting a business can also function as motivation. It takes a lot of motivation to start and manage a business whether it is owned solely by a single person or if owned by partners who could help manage the business. However, it is better to be clear that the reasons why an entrepreneur starts a business and the things that motivate him to continue and build up a larger market share are two different things.

An interview with the president of Mkorosho Group revealed that he had a vast experience prior to starting his business. From that, it was discovered that events and occurrences in an individual’s life could indeed be a good source of ideas to start a business. Experiences could

serve as triggers that could initiate more ideas until one decided that he/she wants to start a business.

Of course, everyone knows that before starting a business, he has to realize a certain level of business potential first (Anyaoe, 2006). This has been important for the president of the Mkorosho Group because one of the most significant reasons why he started his modern diaper manufacturing business was the way he quickly sold a container full of baby diapers in Kiboso country. His story started when he was traveling around Asia back in 2012.

Out of nowhere, he came across a container full of baby diapers. He can't find any reason to buy it but he was quite sure he bought it because of the very low price. On his way home, he tried to make some money out of the container full of diapers he bought from Asia, and to his surprise; they were sold quickly. That's when he realized that there could possibly be some gold hidden in those diapers.

Fortunately, his realization coincided with that of Richer in 2005. It was stated that the diaper industry in the next 25 years could be a promising one for investors and businessmen to plunge in. The president of the Mkorosho Group was keen enough to see that there is a great need for modern diapers in Kiboso country and so he decided to take the risk to start his own business and then a new Kiboso company was born.

Oftentimes, entrepreneurs may also start their own businesses because of economic and personal reasons. For example, one may happen to manage a business because his deceased father entrusted it to him (personal) or it could also happen that one manages a business because he only sees doing so as the only option to fall into the poverty line (socioeconomic) (Sembe, 2011). Using the interview as a basis, we could classify the reason of the Mkorosho Group president for starting a business somewhere between socioeconomic and personal.

5. What Motivates an Entrepreneur?

For a business to substantially grow, it has to be controlled by a motivated set of leaders that would be willing to do sacrifices for the sake of the business. There are many things that could possibly fire up an individual to do something or to simply motivate him but most of the time; it has something to do with success (Waoga, 2009). The more success an individual encounters, the more it usually gets encouraged to pursue and accomplish more. This is what can be actually seen from the subject's situation. He saw a promising opportunity that he could seize from selling diapers and so he decided to test it himself and he initially obtained very positive results. Thus, he became more motivated to establish his own firm. Such behavior is only normal because it actually happens to a significant number of individuals according to the ten principles of motivation (Ndembele, 2008).

In reality, all individuals are motivated and the only thing that one could do is to determine what motivates them and then use those to channel their energy and resources to achieve their goals.

Also, one principle of motivation according to Ndembele (2008) states that some “people are like water in a faucet”. This is, in reality, true. This analogy can be used to have a clearer understanding of such principles. The president of the Mkorosho group will be the water and the faucet and the pipeline would be the opportunities. He has the motivation and all that he requires to succeed would be opportunities. In the analogy, it would really be impossible for the water to flow out of the faucet if there are no pipelines. In short, what motivates the president of the Mkorosho group are both opportunities and success although other personal motivations could also be present but on a less significant scale.

6. Characteristics of a would-be entrepreneur

Being an entrepreneur could actually be considered as an abstract feeling because everyone could be an entrepreneur. The question now when it comes to being an entrepreneur would be how to become an effective entrepreneur so that goals and objectives will be met and accomplished. Also, there are a variety of definitions of success and it would be very odd and awkward to use only one definition as a reference point because surely some time, the definitions of success will change. The key now would be to have a good background about the characteristics of an entrepreneur.

6.1 Enjoy what you do

For an individual to be a successful businessman or entrepreneur, he has to find enjoyment in what he usually does or will do in his business. Perhaps the reason why the business of the Mkorosho Group president thrived in such a way is this; he enjoys what he does and he never sees every task as an assignment but a stepping stone to success (Sombeni, 2011). Unfortunately, it takes more than enjoying what you do to achieve ultimate success but incorporating such a habit would be a great addition to the skills and characteristics list.

6.2 Have the Experience

Being the owner of a business could take up a lot of time and money. For this, one has to possess excellent time and money management skills prior to starting a business so that when fiscal and administrative problems arise, the owner will look into the problem as a challenge and not a problem at all. The President of the Mkorosho Group can be used as a good example. Before he ventured into the realm of business management, he first worked as an Associate General Manager for a manufacturing company. This became important later on because of course; he was able to use his experience in managing other people’s firms for the betterment of his own business. This is one of his greatest advantages actually because having experience and even just a good background in a similar field will be equivalent to having a better understanding of how the market in that field behaves and other relevant things (Sarai, 2010).

This is one of the important things that a start-up business administrator has to consider because not having enough experience could really put him at a disadvantage.

6.3 Grab every single opportunity

In business, the more opportunity you have, the better. Also, looking to get the right opportunity could be a great key to success. For example, if one is planning to start a home business, then he should look for the right home business opportunities (Anyane, 2011). Looking for the wrong set of opportunities could even be worse than aiming to take advantage of no opportunities at all. It would also be important to note that a business cannot really grow without enough opportunities.

6.4 Use your Connections

Prior to starting his own business, the president of the Mkorosho Group already had a good network of individuals that could aid him whenever he needs something for his business (partners, advertisers, advisors, managers, etc.). Because he previously worked as an Associate General Manager, it would be logical to assume that along the process, he had developed a strong network of individuals with expertise in raising a business like marketing skills, management skills, human resource management, etc. Besides, it is theoretically impossible to run a business without relying on other businesses for assistance so do some steps to improve the relationship with other firms and most importantly, know how to value the importance of diplomacy.

7. Similarities and Differences between Entrepreneurs

Entrepreneurship really has a very broad meaning and this is why it can be classified in many ways. Generally, we perceive an entrepreneur as someone who owns a business or heads a business venture while assuming the risks for it. So, whether an individual owns a small or a large business, he can still be classified as an entrepreneur because he assumes responsibility for all there is to it. Looking at similarities, it is quite obvious that one of the most important goals of entrepreneurs is to make money. One way or the other, making money is the dictating factor that could tell whether they can continue what they are currently doing or not. Of course, without money, they cannot really move and make any outputs. Money is what fuels a business and without it, how could a company survive?

The difference part comes on the ways each entrepreneur makes money. For example, there are entrepreneurs who make money working at home through online marketing and there are also entrepreneurs who earn money by doing offline advertising. They are both in the field of advertising but the difference is the mechanism that they use to make money. Entrepreneurs could also be differentiated by categorizing them depending on their target markets.

8. Importance of having a unique business strategy

For businesses to have a competitive advantage against other businesses there has to be a certain level of uniqueness that customers or clients can notice. This is one of the primary advantages of implementing a unique business strategy. The more unique the methods of marketing a business uses, the higher probability that consumers will flock on its side.

One of the most common goals of businessmen is to get close to their customers and make them more responsive in terms of changes to their products. These are nothing but good indicators that a business is doing well in the field it is currently in (Poleni, 2011).

The president of the Mkorosho Group used a kind of unique strategy in achieving his company's goals. He was able to introduce a product to prospective consumers at the right time. He also focused on the quality of their products because he believed this is where the company will be best known. Because of this, and other factors like little competition and unbelievable high demands for modern diapers (their product), they were able to nail the deals out and earn respect in just a span of few months.

9. Realizations about having a business

Learning is a prerequisite for success. For a businessman to experience success, he has encountered situations where learning could be acquired first. These are some of the important realizations and insights about being an entrepreneur and running a self-owned business.

9.1 Choose the right person

No one could really argue about the fact that for a business to thrive, it has to have trained and hardworking employees because they could be considered the backbone of a business. Without the right people, a would-be successful business could actually stumble into bankruptcy. It is usually hard to find the right person to work with, especially in an industry that is kind of new for job-seeking populations to encounter but it would really be worth it in the long run.

9.2 Know the most critical concepts and skills

Discipline, business flair and leadership are some of the most critical skills that an entrepreneur should learn how to apply in the field. These are the skills that made the president of the Mkorosho Group become one of the most successful entrepreneurs in Kiboso up to this day and it would really be worth it for small-time entrepreneurs to employ the same concepts and skills in their current practices too.