

THE ENTREPRENEUR, THE ENTREPRENEURIAL SPIRIT AND START-UP NATION PROGRAM

Corina Ana Borcoși

PhD, "Constantin Brâncuși" University of Târgu-Jiu

Abstract: The entrepreneur transfers resources from a poorly productive field into a field with higher productivity in order to obtain higher profits.

Enterprising spirit is rather behavior and less a feature of character. Having an entrepreneurial spirit means making better use of resources, generating a new market and a new consumer.

"Start-up Nation - Romania" program aims to revitalize the economic environment by: increasing the number of businesses and the number of employees, reducing the number of unemployed and increasing consumption.

There are presented in the paper: the importance of entrepreneurial spirit in accessing the Start-up Nation Program and a case study: a business idea that could be funded through the program.

Keywords: entrepreneur, the entrepreneurial spirit, Start-up Nation program, business idea, business plan

1. INTRODUCTION

An entrepreneur is any authorized natural person or legal entity that creates, manages, organizes and conducts a business in which it participates with its subscribed capital¹.

Entrepreneurial spirit is the attitude of doing, acting, undertaking activities having courage, boldness, perseverance, but also assuming the risks arising from the actions taken. Training and development of the entrepreneurial spirit is gained through education and contributes to the unblocking and valorization of the energy resources of people that are involvement in the socio-economic activities².

The Start-up Nation program is a program to encourage and stimulate the establishment and development of small and medium-sized enterprises, implemented by the Ministry of Business, Commerce and Entrepreneurship through the Territorial Offices for Small and Medium Enterprises and Cooperation³.

2. THE ENTREPRENEUR AND THE ENTREPRENEURIAL SPIRIT

Becoming an entrepreneur is specific to people willing to create, innovate, who are ready to do exceptional work, who want to follow their own way in life. It's not an easy trip. It is struggling with problems to be solved. Success in business is unfortunately not guaranteed. Almost half of all

¹ <https://dexonline.ro/definitie/%C3%AEntreprinz%C4%83tor>

² <http://ed-na.ro/index.php/spirit-intreprinzator>

³ <http://www.fonduri-structurale.ro>, Schema de ajutor de minimis prevăzută în cadrul Programului Start –up Nation

bankruptcies occurred during the first four years of the launch. The businessman must be aware of the opportunities that are offered to him, as well as the risks that arise⁴.

Creating one's own business leads to the personal, professional and spiritual development of the entrepreneur⁵.

A business started by the entrepreneur, while building his own career, is a launch towards an independent activity⁶.

The entrepreneur status obtained through the opening of its own business means more than the activity as a non-independent employee, and which will now continue on its own responsibility⁷.

The main characteristics of the successful entrepreneur are:

- are men aged between 24 and 35;
- are college graduates;
- begin earning money from adolescence;
- live in business-friendly areas⁸.

Successful entrepreneur has⁹:

1. *The ability to assume risks* - so, before starting a business, the entrepreneur accepts the possibility of losing the invested capital, reputation and social status in case of failure. The activity of any entrepreneur takes place in an environment characterized by uncertainty. The risks are specific to the entrepreneurial activity, the entrepreneur having to assume them and permanently reduce them through the best control of the business.

2. *Independent spirit* - entrepreneurs rely only on their own actions and abilities to succeed. Such people, who sometimes work in large organizations, are subject to additional psychological pressure that stimulates them to choose the path of entrepreneurship.

3. *Creativity* - the entrepreneur has the ability to innovate at different levels (products, organizational methods, etc.), which gives him an advantage, making him different from the manager.

4. *Need for fulfillment* - entrepreneurs want to achieve certain goals that they consider important.

5. *Self-confidence* - that influences the attitude of the partners and collaborators of the firm, so that the financiers and customers wanting to invest in products in which the firm trusts.

6. *Perseverance and initiative* - perseverance is a fundamental attribute of the entrepreneur.

Thus, an idea, no matter how innovative, can only be put into practice with much work, patience and perseverance. The spirit of initiative makes the entrepreneur adapt to the challenges of the business environment.

7. *Vision and realism* - contributes to the anticipation and recognition by the entrepreneur of market opportunities, for which they mobilize all the resources they have access to. For the entrepreneur, it all starts with a vision¹⁰.

8. *Diligence, organization and planning ability* - the entrepreneur has the ability to work for a long time and succeeds in self-motivating continuously. He has a clear vision of the actions required in each situation and the ability to adapt his plans to the concrete situations existing at one time.

⁴ *** Ministerul pentru Întreprinderile Mici și Mijlocii și Cooperatie - Ghidul tânărului întreprinzător

⁵ Walters, J. S. - Marea putere a micii afaceri, Editura Curtea Veche, București, 2006, p. 203

⁶ Rampley-Sturgeon, N. - Companii mici, profituri mari! Cum să îmbunătățești profitabilitatea afacerii, Editura BIC ALL, București, 2007

⁷ *** Ministerul pentru Întreprinderile Mici și Mijlocii și Cooperatie - Ghidul tânărului întreprinzător

⁸ <http://intreprinzatori.ro/intreprinzatorul/intreprinzatorul-de-succes/>

⁹ <http://intreprinzatori.ro/intreprinzatorul/intreprinzatorul-de-succes/>

¹⁰ Sheridan, R. - Cum am construit un loc de muncă pe care oamenii îl iubesc, Editura Publica, București, 2014

Entrepreneurial spirit¹¹ means work. Businesses that capitalize on entrepreneurial spirit have a discipline of entrepreneurial spirit, a spirit that they consider to be a duty. Enterprises, that using entrepreneurial spirit are working to improve their value. Business that use of entrepreneurial spirit are¹²:

- receptive to innovation and perceive change as an opportunity and not as a threat;
- evaluate business performance;
- implement practices that motivate more and better.

Entrepreneurial spirit requires the use of more managerial practices such as¹³:

- managerial vision is focused on opportunities;
- people and units that do things better and in a different way are selected and monitored;
- there is receptivity to innovation, to the implementation of new things.

Entrepreneurs are creative, innovative and not afraid to put into practice new ideas, being prepared to take risks¹⁴.

The initiation and development of a business by a successful entrepreneur is based on the continuous valorization of the entrepreneurial spirit.

3. THE START UP NATION PROGRAM

The Start-up Nation Program¹⁵ is a program that encourages the establishment and development of small and medium-sized enterprises. The funding scheme is valid until December 31, 2020, with payments under the de minimis scheme being made until 31 December 2021.

By implementing the program in 2017, it is estimated that de minimis aid will be granted to a maximum of 10000 beneficiaries.

Funding under this de minimis scheme is made from funds from the state budget and European funds.

The main objective of the de minimis scheme is to stimulate the establishment and development of small and medium-sized enterprises. It aims at: creating new jobs, inserting disadvantaged people, unemployed and graduates into the labor market, increasing investment in new and innovative technologies.

The beneficiaries of the Program are companies (micro, small and medium-sized enterprises) that cumulatively fulfill the eligibility criteria set out in the Start-up Nation Program at the time of completing the online business plan.

The funding request is made on a single CAEN code eligible under the Program.

Here are the main eligible categories that are funded:

- 1) technological equipment (machines, work installations, including related software, etc.) needed to carry out the activities for which financing was requested;
- 2) the purchase of workspaces for production, for the supply of services and trade (buildings, production halls, arranged spaces, etc.);
- 3) measuring and control devices, barcode readers, etc. ;
- 4) means of transport: cars, buses, minibuses, bicycles, mopeds, motorcycles etc. ;
- 5) IT equipment;
- 6) purchase of furniture, office equipment;
- 7) the purchase specific equipment for the purpose of obtaining energy savings;
- (8) the purchase of heating or air-conditioning systems;

¹¹ Drucker, P. – Inovare și spirit întreprinzător, Editura Teora, București, 2000, p. 117

¹² Drucker, P. – Inovare și spirit întreprinzător, Editura Teora, București, 2000, p. 117

¹³ Drucker, P. – Inovare și spirit întreprinzător, Editura Teora, București, 2000, p. 117

¹⁴ Butler, D. – Dezvoltarea afacerii: strategia pentru mica întreprindere, Editura BIC ALL, București, 2005, p. 179

¹⁵ <http://www.fonduri-structurale.ro/stiri/18501/update-au-fost-publicate-norme-modificate-afere-programului-start-up-nation>

9) salaries, utilities and expenses related to rents for working spaces for production and for services and trade;

10) creating a web page for the promotion of the applicant's activity;

11) intangible assets: patents, franchises etc.

12) entrepreneurial skills development courses;

13) consultancy for the preparation of documentation in order to obtain financing under this program and the implementation of the project.

A business plan is elaborated within the stipulated deadline. It is evaluated according to an evaluation scale. The minimum score for the grant is 50 points and the maximum score is 100 points. The following points will be taken into account in equal scores:

- the number of jobs to be created under the program;
- the number of jobs occupied by disadvantaged, unemployed, graduates after 2012;
- the purchase of technological equipment;
- the activity on which the program is accessed;
- date and time of enrollment in the program¹⁶.

Winning business plans will be funded. After signing the financing contracts, the implementation and monitoring of their implementation will be implemented.

4. A CASE STUDY: A BUSINESS IDEA THAT COULD BE FUNDED THROUGH THE PROGRAM

The documentation to be prepared and submitted for accessing funding through the Start-up Nation Program also provides for the elaboration of a business plan. The main elements of the business plan are presented below. This is a business idea that can be funded through the Start-up Nation Program.

The business is: opening of a veneer and wood paneling small factory, CAEN code 1621 - Manufacture of veneer and wooden panels, the company that will perform this activity receiving the name SC ILIANA SRL.

The location is - the town of Târgu Jiu, Gorj County, in the industrial area of the city, where there is also a furniture factory.

Future customers of the products made by SC ILIANA SRL are mainly the companies that have as their object the production of furniture.

The company's employees come from staff with furniture experience, who worked at the furniture factories in the area.

Suppliers of raw materials are timber producing companies in the country, etc.

Advertising is done through its own site, but also using the local press and television, and beyond.

SC ILIANA SRL operates in the field of production. This creates at least 2 jobs for underprivileged people, graduates and unemployed after 2012. The technological equipment and software purchased for carrying out the activity are equal to or more than 50% of the value of the business plan. All this contributes to the maximum score, according to the Scoring grid of Business Plans submitted for evaluation and subsequently for funding.

If the Business plan is accepted for funding, the beneficiary is notified by a Letter of principal acceptance for financing within the Budget and will sign the Grant agreement.

CONCLUSIONS

The business is the organized effort of some people to produce and sell to obtain profits, goods and services that meet society's demands. The entrepreneur, through his entrepreneurial

¹⁶ <http://www.fonduri-structurale.ro/stiri/18501/au-fost-publicate-norme-modificate-afere-programului-start-up-nation>

spirit, reaches the idea of the business whose implementation he is best at, and what is his strong point. Just in this way, a business idea turns into a profitable business. Using and non-reimbursable funding, this contributes to the launch of the business and its further development.

BIBLIOGRAPHY

1. Butler, D. – Dezvoltarea afacerii: strategia pentru mica întreprindere, Editura BIC ALL, București, 2005
2. Drucker, P. – Inovare și spirit întreprinzător, Editura Teora, București, 2000
3. Pleter, O. T – Administrarea afacerilor, Editura Cartea Universitară, București, 2005
4. Rampley-Sturgeon, N. – Companii mici, profituri mari! Cum să îmbunătățești profitabilitatea afacerii, Editura BIC ALL, București, 2007
5. Sheridan, R. – Cum am construit un loc de muncă pe care oamenii îl iubesc, Editura Publica, București, 2014
6. Walters, J. S. - Marea putere a micii afaceri, Editura Curtea Veche, București, 2006
7. *** Ministerul pentru Întreprinderile Mici și Mijlocii și Cooperatie - Ghidul tânărului întreprinzător
8. <https://dexonline.ro/definitie/%C3%AEntreprinz%C4%83tor>
9. <http://ed-na.ro/index.php/spirit-intreprinzator>
10. <http://www.fonduri-structurale.ro/stiri/18501/au-fost-publicate-norme-modificate-afere-programului-start-up-nation>
11. <http://intreprinzatori.ro/intreprinzatorul/intreprinzatorul-de-succes/>