



SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)

Re-accredited by NAAC with A+ grade, Accredited by NBA(CSE, IT, ECE, EEE & Mechanical)
Approved by AICTE, New Delhi, Recognized by UGC, Affiliated to Anna University, Chennai



Types of Entrepreneurs

COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

UNIT I : INTRODUCTION

CLASS : I MCA / II SEMESTER



Types of Entrepreneurs

Trading

- Procure finished products from manufacturer and selling directly or by retail
- Middle men, dealer

Manufacturing

- Manufacture products
- Identify customer needs, explore technology and resources

Technical

- Establish and run technology based industries

Agriculture

- Undertake agriculture pursuits
- Includes cultivation, irrigation, marketing

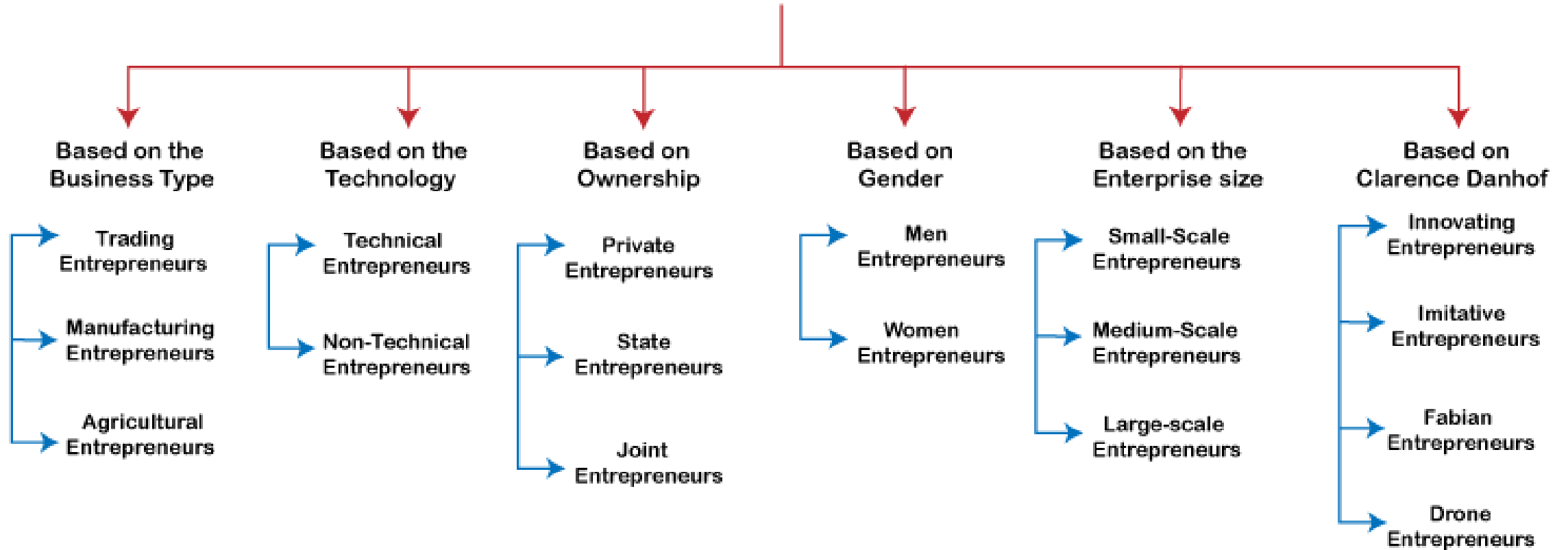
Private/State/Joint

- Individual / Govt. with Venture/ Private and Govt.



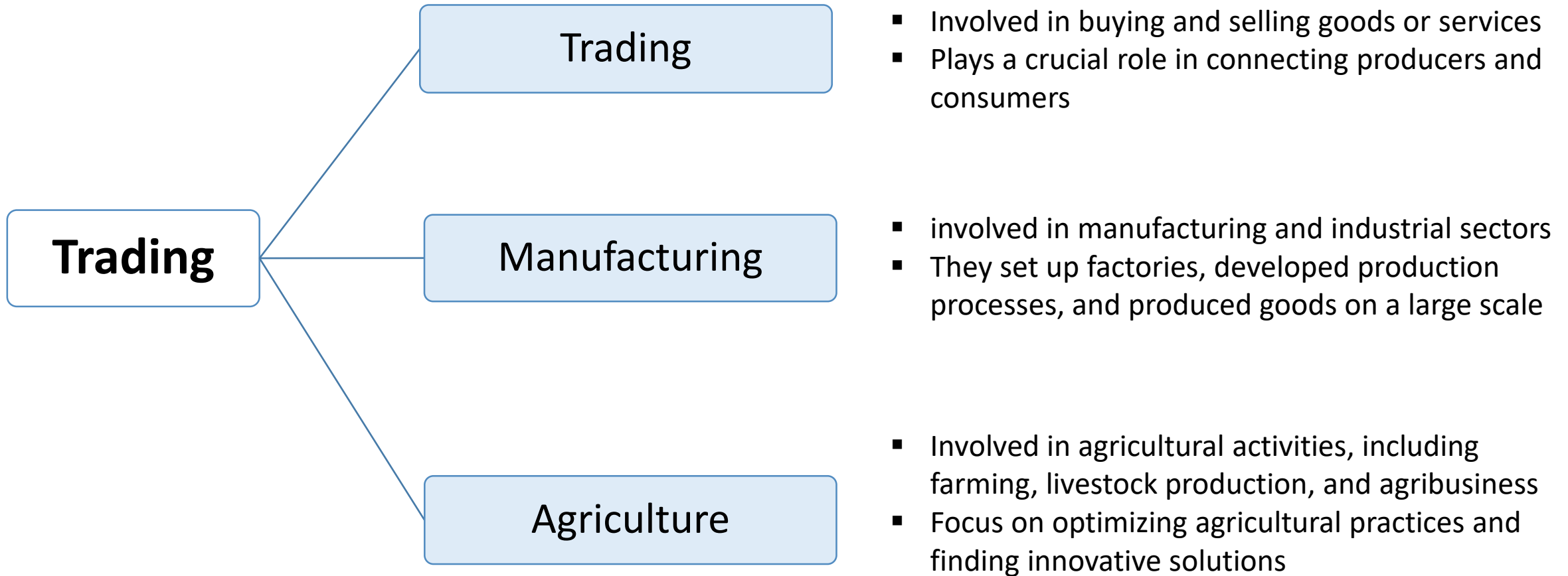
Types of Entrepreneurs

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Types of Entrepreneurs

Technology

Technical

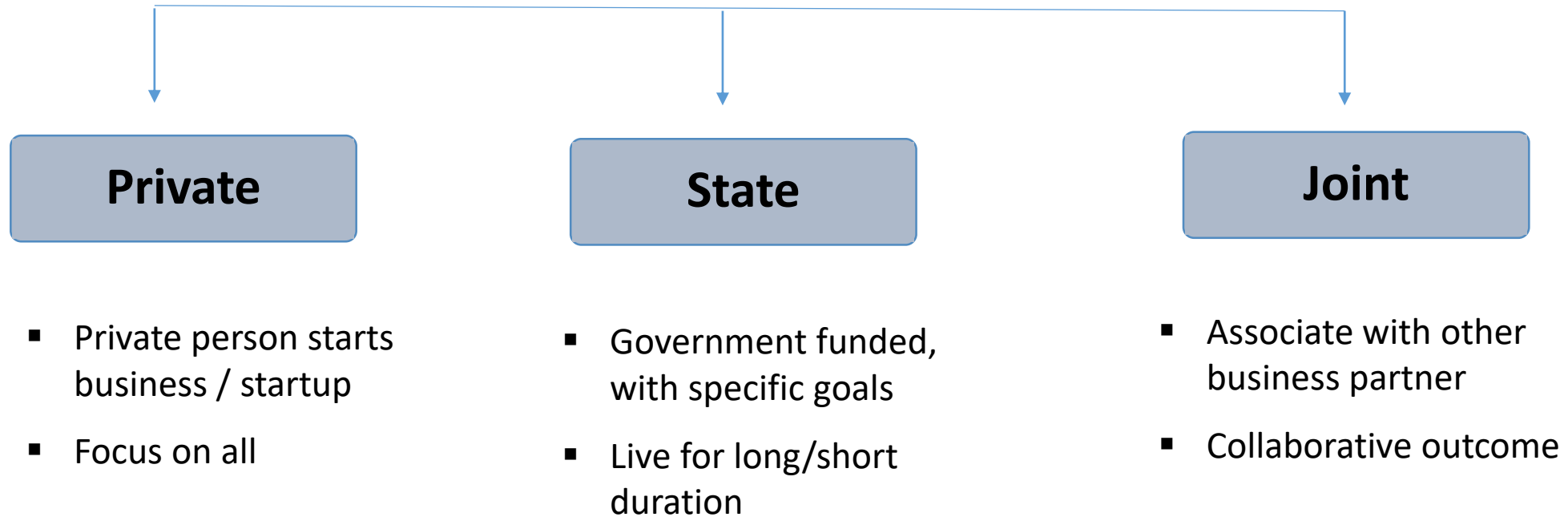
- Specialized technical knowledge or skills in a specific field or industry
- Expertise to develop innovative products, services, or solutions

Non-technical

- Possess specialized technical knowledge but excel in other areas Like business management, marketing, finance, or leadership
- Focus on identifying market opportunities, building teams, and creating successful businesses.

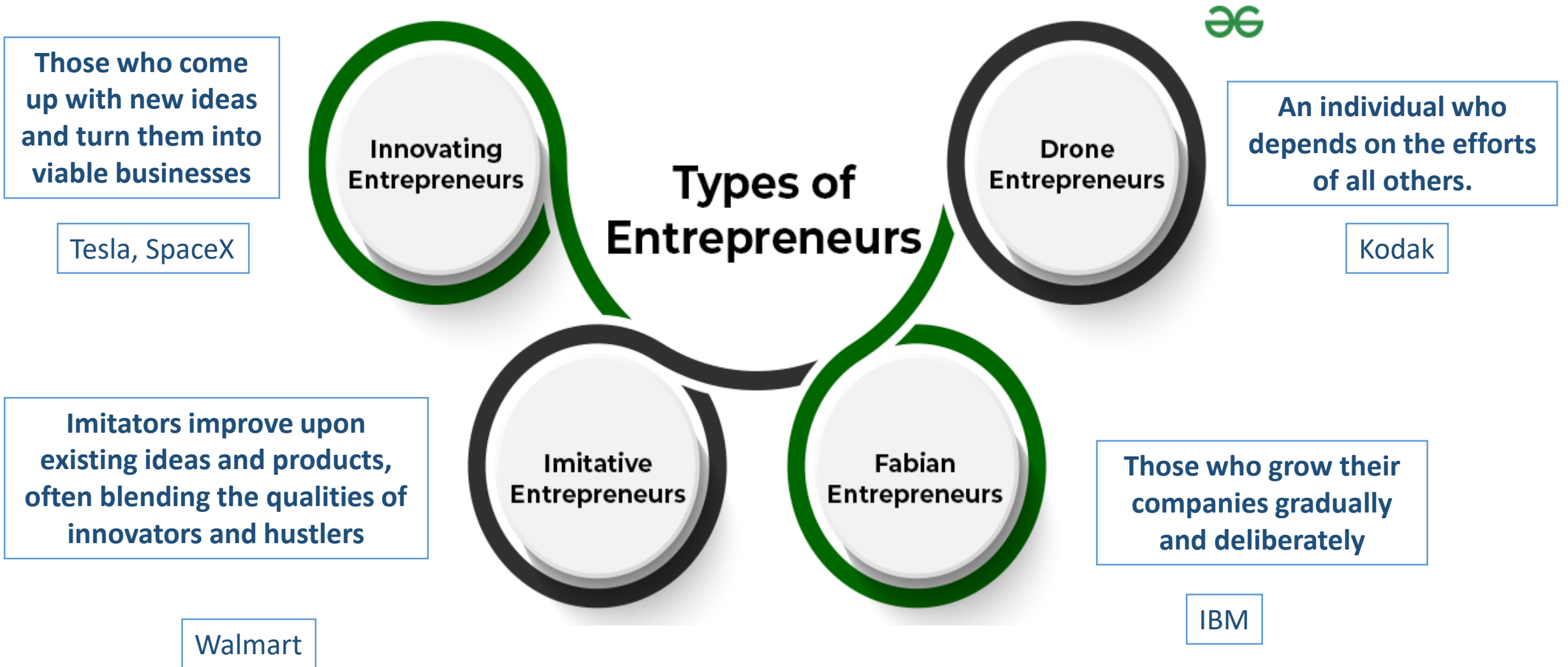


Entrepreneurs based on Ownership





Types of Entrepreneurs





Successful Entrepreneur in Tamilnadu



Rishi Vasanthakumar · 2nd
 Director - Kovai Classic Industries & Syfero Synergetics | Youngsters led MSME helping farmers do easy and affordable farming with tech and techniques
 Coimbatore, Tamil Nadu, India · [Contact info](#)



Agnishwar Jayaprakash · 2nd
 Founder CEO Garuda Aerospace India's No.1 & Most Valuable Drone Startup Endorsed by MS Dhoni
 Chennai, Tamil Nadu, India · [Contact info](#)




Rithika Mohan · 2nd
 Co - Founder & Chief Administrative Officer - Garuda Aerospace Pvt Ltd | Director - PC Realty
 Bengaluru, Karnataka, India · [Contact info](#)



Markandan Maharajan
 CEO - SHREWD BUSINESS SOLUTIONS



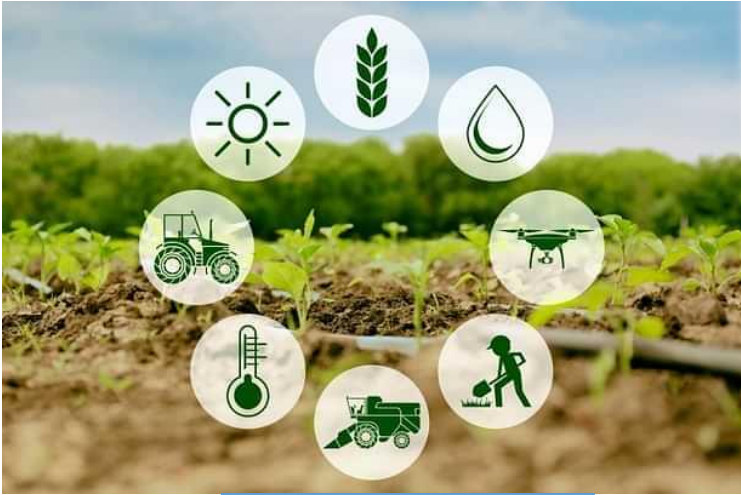


Key Sectors for Growth

Information Technology



Automobile and E-V



Agriculture



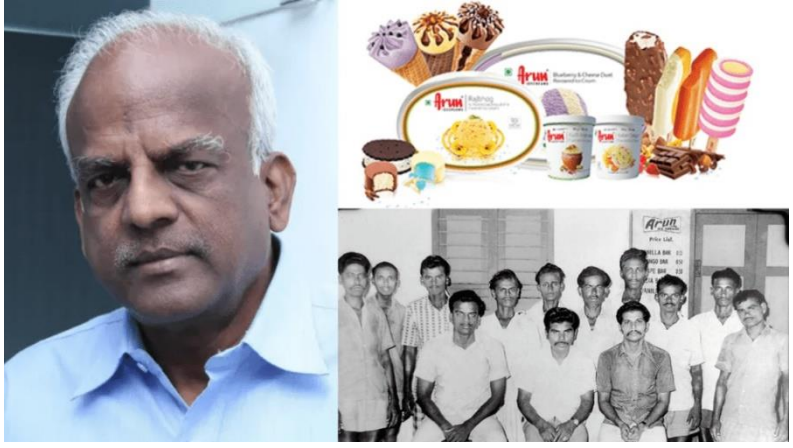
Fintech and E-Commerce

Aerospace and Defence





Successful Entrepreneur in Tamilnadu



MAHALAXMI SARAVANAN
Founder, Women Entrepreneurs India



Mannvasanai', a startup promoting the use of traditional rice varieties and millets





Successful Entrepreneurs in Service sectors

**Top 10
Visionary
Entrepreneurs
Redefining
Success**

Presented by
MSG24x7 Communications

Ritesh Aggarwal
(Oyo Rooms)

Deepinder Goyal
(Zomato)

Parul Gulati
(Nish Hair)

Dev Mishra
(Office Easy)

Dilkhush Kumar
(Rodbez)

Sai Krishna Putta
(Tunez)

Kuldeep Prajapat
(Onetech Solution)

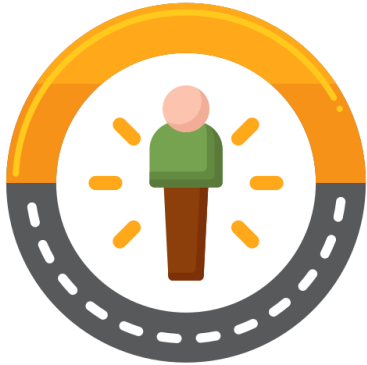
Arpita Aditi
(Dil Foods)

Mitesh Pradhan
(MYCIVA)

Prashant Kadukar
(Digital Trainee)



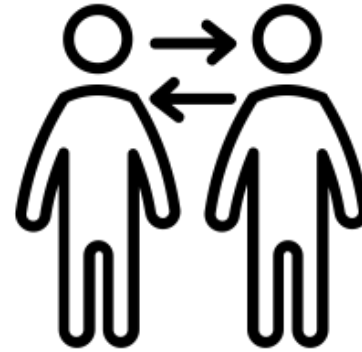
Types of Entrepreneur (Behavioral)



Solo Operators



Buyers



Challengers



Active Partners



Life - timers

References



TEXT BOOK

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Prasad L.M., Principles & Practice of Management, Sultan Chand & Sons, 8th Edition, 2015