

Profile of the past role model business essay

Business



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Introduction

Entrepreneurs are the one who create a chance for their venture, not only they can realize their dream but they also contribute and fulfil the market demand nowadays. Starting up the venture is not that hard enough if you are acquire knowledge and skills on doing business. An entrepreneur bring the big impact on the economic growth, they create many job opportunities for people. They are always seeking for the new idea so they are able to come out the product quickly instead of done perfectly. Entrepreneurs are the one who decides on the business operation, coordinate the business activities and anticipate the future trend of demand.

Part I: Profile of the Past

The main source of energy is doing part time job. Earn money is the main motivation that can motivate me, it is giving me energy, I can save it and used it when is needed. Besides that, the next source of energy is when receiving the good result. I think the happiness when I receiving my good result will be my energy because I feel that all of my contribution is worth. Working also is my source of energy. When I am accepting the job that are challenging, I will feel the challenging job is giving me energy to challenge it so that I have that motivation to do the job. I think that the main source of leakage of energy is taking involved in sports. I like to play basketball but it drains my energy much. You need to run around, jumping to get the ball. This consumes your energy rapidly and you will easily feel tired. Other than that, playing computer games is also one of the leakages of the energy. You need to focus on the screen and when you are facing on the screen too long hours, your eye will feel strain and tired.. Moreover another source of

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leakage of energy is when rushing on assignment, sometimes I will force myself too hard to find the solution, it is really make me exhausted. For the source of energy, I will rate doing part time job for highest rate, secondly will be receiving a good result, follow by accept the challenging job. In contrast, for the source of leakage of energy, I will rate rushing on assignment for the highest rate, secondly will be sports and the last one will be playing computer games. In 20 to 30 years, I hope I can get a high income job, salary between 8000, then I can have my own desired lifestyle, buy a house for my parents to provide them a leisure life., first of all I will give my parents RM2000 for their monthly spend, car instalment RM750, house instalment RM1500, savings for RM2000, hang out with friend spend RM100-RM200 and left will be my monthly spend. The possible to repel me about this ideal existence might be the job unemployment due to financial crisis, machine might be already replace the human work.

Idea Generation Guide

The 10 business that I wanted to enter Medical and health care business, Media business, e-business, Fitness centre business, pharmacy business, Sport centre business, Handphone accessories business, Restaurant business, IT business, and Massage Parlor business. The 10 business that I did not wanted to enter that is Construction business, Supermarket business, Wine business, Airline Business , Hotel Business, Bakery business, café business, Real estate business, Wholesaler and distributor, and bar business. Medical and health care business will give me energy because I feel that selling medicine and health care products can help maintain their healthy. E-business also gives me energy because I can do business through online and

I will have much time to spend because can also work in home. Construction business will take energy because you need to design for the structure of the building, prepare then building plan, and hire the engineers' help you build it. I would not like to start my own business someday because of the money insufficient. When you want to start your business, the most common thing you need to have is money, if you do not have enough money, do not think about business, is hardly to be achieved. This is the first reason I will not start my own business. The second reason will be risk. For me, I am a neutral person and I don't like to take risk. Start business something like playing with risk, if you are confident enough and able to handle risk, minimize the risk, of course you will be successful business man, but if you are not confident, you will be facing a lot of problem such as financial problem, social problem, some more you need to take out your money/funds and pay for it, not only for that, it also will cause you "bankrupt". The conclusion I can make is for everything start is hard, you have to take the challenge to become a success entrepreneur. An entrepreneur will only be successful once he is daring to take the risk, have a wide range of good relationship with other people, good communication skills, do always grab the opportunity, and think positive. Don't try to take risk when you do not have confident because if your business was failed to develop it, you will be need to bear with all burden. That why usually we watch from TV many people committed suicide because of their business failure. This is the critical issues that we can see that.

Rank the following in terms of importance to you in your entrepreneurial journey:

As an entrepreneur, I think that location is important. I have to choose a prosperous geography area so that the business can be growing. When the community size is become large and getting larger, the involvement of community also increased. Under lifestyle and Work Style, the size of business, more than \$10 million sales and 200 employees by spending few years to achieve it. Due to the sales increased, the rate of real growth will be fast over 25%. In order to increase the growth, company weekly workload must be over 70hours. For me I think I will put marriage at the last place because I think for my age now, earn money is the most important. So I will not consider on marriage at this few years until my business is stable running. Family are important because they are the one who will support me on along my entrepreneurial journey. Travel away from home more than 60% because you need to do with different business people at different state and countries. Under standard of Living, I more prefer the high /no capital gains life, I hope to become very rich and this is important me so that I can do many thing that I prefer. Under personal development, utilisation of skill and education on doing business is important, with this knowledge you can operate your business very well. This is the great opportunity for personal growth. Besides, I also feel that contribution to society is important so that other people will respect me, admired me more. The generation of significant contacts, experience and know how are important for the person to grow up, they will have an experience and know how to face and solve the problem. Status and Prestige are also important too to build the good reputation of business. For the impact on Ecology and Environment, I feel that is important

because nowadays the competitor is too competitive. The capital required is important to run the business. Without enough capital it is unable to start the business. If I had \$1000, first of all the location is most important and the rank is highest. I will spend \$300 to find a better location. Besides I will allocate 200 on lifestyle and work style and it will become rank number 2 highest. I will allocate on Standard of living, personal development and status and prestige with RM200, with the rank third, fourth and fifth. In addition, I will allocate 300 for impact on ecology because of the changing environment.

STEP 2

Examine Your Personal History.

I had done a part time job before to provide me for the financial support. Previously I work as a waiter in a restaurant, not only that I also work as a factory workers before. Once I get the monthly incomes, although the salary is not much, around RM800-1000, but I will save RM600 for my education investment, left of money I will use for my personal use such as purchase computer accessories, purchase some book that useful for my education. The reason I work for part time job because my family background at that time not so good, my father work so hard for us because need to supply us go for college. This influenced me make a decision. I will earn some extra income for my education investment during sembreak. Employment means you are been hired working inside a company. As an employee sometimes you need to accept scolding from your boss. When you have been promoted to the high position, you will be responsible on control the staff, allocated the job for them because you have the power. This is not easy to making money,

sometime the client might make the thing difficult, and so you will encounter many setbacks, possible to lose the important client also. For sports, I been involved myself in basketball. I really like basketball because I feel that is challenging when many people grab a ball and then only need to take a shoot. This activity usually was a team play. Five people in a team and other 2 will be backup in case one of the five people is injured, the backup is able to replace their position. As an entrepreneur, you have to build a good relationship with many people as much as possible. Sometimes possible they will recommend their friend to do business with you. By knowing more people, your business will grow well. Doing business like playing basketball, you need to grab an opportunity, but at the same time your opponents will also grab that opportunity with you. So you must be fast, be smart, be creative, be innovative and move quickly to grab the chance. If I had been fired from the part time job, the reason I had been fired will be go against with boss opinion. I Remember last time my boss ask me to pick up all the rubbish in one container, but the container consist of rubbish, worms and seem like too disgusting, I refuse to do that and go against with him. At last I just realized he want me to bear hardship, know earn money is not easy way, you need to go through the tough way in order to get a good return, I swear I have to improve myself, be not so impetuous, knowing control my emotional, have to think deeply first before doing something, try to listen other people advice so that I won't made a mistake again. The reason why I want to change job this is high possibly because of the salary issue. I had this experience before. I work as a factory workers last time, and I got OT some more, but 1 month later when I receive my first salary just RM2xx. xx something, I thought they count wrong the salary, so I ask the secretary, she

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tell me this is not wrong because we are under 18. This is the reason why I have to change the job. Throughout this experiences, I make a conclusion on it, we have to make everything very clearly first before we do anything. If I had ever worked in a small company, the things I will like most is built up our relationship with the colleague so that we will respect each other's and they will likely to help you when you are in the trouble. The second things I like most is enter to my own likely field, so I will able to show my working ability and skills. Besides that I also like most when I am received training from the company. After I receive training, I will become more skilful in the scope of programming field. Other than that, the things I like least is quarrel with colleague, once you are quarrel with them, this is hard for you to build back the relationship. The second things I like least is boss asked you to accept the job but the job is out width of your competence. This is impossible to reject boss because he is the one who giving you the salary, as a staff you have to obey his instruction. If I had plan to worked in a large company, the things I like most is take challenging on the job. Mostly large company will accept many jobs from other companies. So the workload must be heavy. But once you go through the hard work, you will gain extra knowledge from working outcome. The second things I like most are become the " top" inside the company, means have a higher position inside the company, so you have the controlled on allocate the job for staffs. The thing I like least is you have to compete with your with colleague to get the project, who have the higher abilities will be handle for the project. The large company aim will be expect higher, so they will expect you to work harder in order to achieve aim. The strengths of an Entrepreneurial is set the vision and goals as essentials for long term planning, do accept the challenge from the job, do take the risk

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although is risky, do not give up easily and prepare your mind to win, be creative and innovative to come out an idea that different and special, think mentally and positively when making decision, Prepare yourself in grabbing the opportunity with competitors. The weakness of an Entrepreneurial is vision is not guarantee completely achieve as previously set, failure to plan for their business plan, think out an idea but never be existence, this is just their entrepreneur ideal and failure to motivate employees.

Your " Business Hero".

The business hero I admired is Lim Goh Tong. He is my role model of successful entrepreneur in my life. He was born in 1918 and he is a richest man in Malaysia. The reason why I admired him because he achieve for his vision and he dare to take a risk in transforming an undeveloped place become a tourist attraction in Malaysia, Genting Highlands, one of the world's most successful casino resorts. He always believes that if the person wants to be successful when he/she go through the hard work. He was getting an idea for the mountain resort when he was having dinner in Cameron Highlands. So he start to think that the place that suitable to build their business. At last he decides to build at a place called Gentling Sempah. During the project develop, he invested all the money and he always faced for financial problem. But he never fears that and solves the problem one by one. At last he success. Lim Goh Tong is a uphold business man. As many time his friend advise him to give up but he refuse to hear that, he is uphold his business and finally he success through all the way. When I doing my assignment, as many times I feel like want to give up because of myself, but I keep uphold to complete the assignment because I believe that once I

endure at this moment I will have a comfortable life in my future. I liked most from Lim Goh tong because he is a risk taker although he know doing this business is risky, many issue he will facing. Beside that I also liked most from him because of his fighting spirit. He not only needs to take care of the genting development project, but also he need to take care of their business. So he work 7 days per week's non-stop, he is a perseverance man that I ever admired. I think the characteristics can be found in my role model is I treat people nicely, I am not a hot temper person, have a good control on my emotional, humble and think wisely before taking next action. When I want to make decision, I will think the consequences, the result, ask for my friend opinion before making any important decision. Lim Goh Tong influenced me a lot on his successful business. He does not give up on his business although he encountered many setbacks. He is taking a high risk to build the genting highlands. As the reward genting highlands become one of the tourist visit place in the world and the profit is over million and million in the year. The things that I learned from the role model for myself is thinking the consequences first when you make the decision.

Part II: Profile of the Present:

STEP 1

Under Commitment and Determination, I have decisiveness when I make the decision, of course I will consider about the consequences first. I am the tenacity person who will not give up easily. I am Discipline people who will obey any rule and regulation. For me I am the persistence in solving problem although the problem might be difficult to solve. I believe that if the person willing to sacrifice something, he will be enjoy the good return. Under

Opportunity Obsession, is important we know the market demand, knowledge of customers' needs, I have less strongest on Obsessions with value creation and enhancements. Besides that, under Tolerance of Risk, Ambiguity and Uncertainty, this is my strongest because I would like to calculate the risk in order to minimize the risk. I am weakest in Tolerance of stress and conflict because I will not tolerance with people once that I feel my opinion is correct. I am strongest in resolve problems and integrate solutions. Other than that, under Creativity, self-reliance and ability to adapt, I am Nonconventional, open minded, lateral thinking person with ability to adapt in the changing of market, with lack of fear of failure and ability to conceptualise and to "sweat details" (helicopter mind). Furthermore, under Motivation to Excel, I am strongest in setting goal and result orientation, strong to achieve and grow (self-imposed), ability to be interpersonally supporting (versus competitive). But I am weak in awareness of my weaknesses (and strengths). Finally is Leadership. Under the leadership, I am always strong being self- having internal locus of control, Having integrity and reliability, having patience, and Being team builder and hero maker I am self-confidence to ourselves, be persistence when facing problem, try to thinks about the solution, how to solve the problem and minimize it. I must set our own goals so that I have a target to achieve it. Once we have the goals then we know what we should have to do to achieve our goals. Moreover, I must calculate the risk and try minimize the risk when accept the risky job. I must be ability to adapt when the demand of market is changing. Besides I must aware of my weakness so that I wont repeat it again. The entrepreneurial weakness will be fear of failure. If entrepreneur fear of the failure then he will never be successful. Next, I do not have self-confidence

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when doing some job, afraid cannot be complete well. Once we lost confidence, not only that the business will not operate well, besides will also lost much business, nobody wants to cooperate with your company. Furthermore, fail to motivate employee also will be the weakness of entrepreneurial

STEP 2

Under Accommodation to Venture, Extent to which career and venture are No. 1 priority I rate 5. Under Stress, you will need to think the cost of accommodation rate 5. Under Values, Extent to which conventional values are held rate 3 and ethics and Integrity rate 5. My strengths is won't easily give up when facing problem. Once I facing problem, I will try to solve by myself first, if really do not have an idea to solve the problem, I will find my parents or friends because they are the only one who can help you. Besides that, I won't so easily get angry when people try to make me angry. I will treat them like joking, if they are too overmuch, I will just go away to avoid their topic. Furthermore, I like to help each other's when my friend facing problem. For example like assignment, when they don't know how to do, I will lend my hand help them. My weakness I do not have enough confidence when presents something. For example, when I do not enough materials to support my topic, I will feel that lack of confidence when I do the presentation

STEP 3

Under marketing, I am strong in doing the Market research and evaluation, Market planning, Product pricing, Sales management, Direct mail/catalogue, Telemarketing, Customer Service, Distribution management, Product

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management, and new product planning. Under Operation/production, I am weak in manufacturing management rate but I am strongest in Inventory control, Cost analysis and control, Quality control, Production scheduling and flow, and Purchasing. Furthermore, under Finance, I am neutral in Accounting, Capital budgeting, Cash flow management, Credit and collection management, Managing relations with financial sources, Short-term financing, and Public and private offerings. Moreover, under Administration, I am strongest in solving problem, Communications, Planning, Decision making, Project management, Negotiating, Personnel administration, Management information systems, Computer/IT/www. Under Interpersonal/Team, I am strong in Leadership/vision/influence, Helping and coaching. Under Marketing, I am neutral to collect Feedback, solve the Conflict management and improve Teamwork and people management. Under Law, I am strongest in Corporations, Contracts, Taxes, Securities, Patents and proprietary rights, and Real estate law. At last, I am neutral in having the unique skills.

STEP 4

The items I will add in the "do" list is do the research and collect the business material from the internet/book/magazine, consider about and prepare the business plan, apply the idea from business plan to your business, think about the plan in an attractive way, think about the strategies of business plan and how you handle it, identify the strength and the weakness on your business plan, Think about the capital and the budget needed, lead your staffs to achieve the vision, helping each other when the

team are meeting the trouble, knowing your customer's needs well and implement your business plan in reality.

Part IV: Putting It All Together

STEP 2

If I want to entrepreneurial, first of all I must prepare the business plan, know what business I should start. Besides that, entrepreneurial needs a lot of funds in order to be continue develop. Sometimes also loss money when the business is running not so good. Not only that, I have to be work independently to doing the market research or collect the information from the internet. So that you know what the market demand nowadays. Good people skills also important during my entrepreneurial life. Once you can communication better with other people and build a good relationship with them, they might bring many beneficial to your business. As entrepreneur, sometimes they have to learn how to sacrifices something to get more returns. Besides that, for the fresh entrepreneur, they have to start the business with heavy workload, accept more job from other companies in the scope of the abilities, so that you able to gain more experience from the job. As an entrepreneur, we must admit the mistakes, learned from mistakes and grow from mistakes. This is very effective way to make entrepreneur grow on their entrepreneurial life. Furthermore, entrepreneur must set with their long term commitment so that they have a goal to achieve it. Previously, you just anticipate and set the aim, but when you start your business the conflicts will be occurred because we might not be able to achieve the aims just like previously set. Some of the entrepreneurships have their wild ambition, as the business keep growing, and their demand keep increasing,

they want to earn more profits, so that they will not leaving up any chances. This is the problem occur because they will be your competitor to grab a chance with you. As an entrepreneurial, you must always be creative and innovative to think out an idea that special and different with other entrepreneurial mind. For example like packaging a product, the packaging also needs to be creative and attractive so that can be attracting customers. Besides, although you have so many competitor to bid on the service from a company, but when your proposal is well written with the idea and point, and able to provide many free services, guarantee with the quality of the product although the price is high a bit than others, but they are willing to purchase with you. If you are fulfilling the company requirements, you will have chances when they are chosen the one of the best proposal from various companies. When I would launch a higher potential venture in 5 to 10 years or more, of course the most important one is experience on operate your business, solving problem skills Decisiveness and think wisely when making decision, ability to be work independently, always prepare for the mind to win, be self-confidence, be a risk taker, have a certain knowledge on market and customer needs nowadays, be creative and innovative so that the ideas are different and special compare with other company. The Assessment of this entrepreneurial strategy is useful enough to makes me feel like I should have to proceed with my current venture opportunity. You can rate for yourself and know how far you are growing from doing business. When you propose your proposal to bid on the service from a company. At the same time other company also will send their proposal to bid on the service from that company. They will show and write how good about their company, what benefit they can give out to that company and so on. At this moment, I

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will feel like this is my motivation and give me energy to grab this opportunity. As an entrepreneur, I will not giving up any great opportunity and try hard to bid the service with them. I know this information from that company because they are spreading the message. The responsibility, leadership, fighting spirit of an entrepreneur might attract your team. As an entrepreneur, you're responsible to take care of your team so they will appreciate it and strive on helping your business grow. The leadership of an entrepreneur is important because if you are able to lead your team well, that means you have the leadership ability, this is also one of the reason can attract your team.

Part V: Thinking Ahead

STEP 1

I hope can become a successful entrepreneur in my life. I hope can become a top richest man in Malaysia. I hope my company become the famous and well known company among all the company in Malaysia. The profits of the business are over million and the revenue keeps increasing year by year. I hope can expand my business to overseas so that other country will know my company, and then can build the companies over there. I hope I can contribute to society on that time so that people will admired me and they will recognize and appreciate to your efforts.

Step2

If I am undergraduate, I hope I can be a good entrepreneur over the next four year, gain the experience on running the business, improve the business planning skills, solving problem skills when the problem raised, get know

with more business people, improve leadership abilities to lead your team, be a competitive and ambitious entrepreneur to compete with the competitors, overcome the fearless on failure and risk, and able to achieve the goal in every year.

STEP 3

I would like to travel around the world, donate half of my wealth, and collect the series of the sport car, build a mansion near to the beach and buy another mansion for my parents, purchase my own plane so that I can fly to anywhere. I would like to move all of my wealth to my parents, my son and my wife so that they can have a good life.

STEP 4

I hope I can become a top richest man in the world during end of my lifetime. I hope I can donate half of my wealth to all of the old folks home. I hope I can enter into more business field so that I can experience on different kind of the business. Besides that I hope I can travel around the world. I hope have a mansion build near to the sea, collecting all the series of the sport car. I hope I can pass all of my business to my son so that they are able to continue expand my business, teach all the doing business skills to my son.

STEP 6

I will rate my company become the famous and well known for the highest priority, follow by the top richest man, expand the business to overseas, enter into more business fields, donate money to old folks home, purchase a mansion near to the sea, and last one will be purchase the sport car

Step7

The problems that obstruct me to achieve the top three goals are business failure cause by the financial crisis, the strongest competitor, and the failure of business plan.

Step8

Concern about the other company condition so that we are able to escape from the financial crisis, If we saw some of the companies are ready to declare as bankrupt, so that we better sold out all the shares. Do not spend so much unnecessary money on the failure project. For example like the project do not have the potential to develop anymore, do not waste your time and money on the project because it is already declare as " failure" project. Furthermore, consider about the goals that you previously set, change the goals that you are able to achieve.

Step9

The first goal is become the famous and well known company in the world. This is hard for the entrepreneur to expand their business to overseas because varying countries might have their own rules and regulation and requirements. In order to expand your business to foreign countries, the first step you must do is seeking the approval from them, adapt the entire service offering according to their market demand, and continuously create the product that satisfies customer's needs. When the time went on, more and more people will know about your company existence. The rank I given is the highest priority. The second goal is become the top richest man in the world. The first step is you must have a well control on the financial resources, the budget of your project investment, money management. Improve your

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personal skill such as leadership skills, project handling skills, budget skills, management skills, society skills, professional skills by attending the workshop or talk is also the step to help you learn the new knowledge so that improve your current business strategies and can earn more profit. Besides, you have to accept more business from other companies, guaranteed the quality of your work so that they are willing to cooperate with your companies again. The rank I given is the second highest priority. The third goal will be enter into more business field. The first step you have to do is doing the research about the business and collecting the source of information from internet/book, prepare for the business plan step by step such as the product that you want to sell, the cost and profit analysis. The rank I given is the third highest priority.

Step10

When you waiting for the approval from other countries, this is impossible task to complete in the next seven days. They need go through many procedures, verification, in order to give you the permission to expand the business to their countries.

Step11

For first goal become the famous and well known company in the world, the first action have to take is do research on their market demand, what customers' needs. The time estimation need about 2 day on doing research. The next step will be Analysis on the result need about 1 day to analysis. After that prepare for the business plan, cost and profit analysis about 3 day, and the last one is seek approval from their countries to expand business to their countries, need about 3 weeks times for the verification from 1/2/2012
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to 21/2/2012. For second goal become the top richest man in the world, we must have a well control on the financial resources, analysis on the budget. The time estimation is about 2 weeks. Improve your personal skill need about 1 weeks because need to attend workshop. Besides, you have to accept more business from companies as fast as your companies can, is better within 3 months.

Step12

This is hard to expand your business to their countries. The second problem might be failure control on the money and budget investment, the unprofessional skills and less experience skills, the social skills, customer is not familiar to your product, so they won't buy it. Failure on fulfil the marketing demand, failure on the strategic plan and the last one will be incorrect pricing on product, might put your price too high compare with the substitute product price. The substitute can be easily replace your product.

Step13

If you want to expand your business to the market of foreign countries, you have to think about the new strategy, doing research to find out demand on the foreign market. The second solution might have a good money management. Spent only on the project that are potentially develop, make a limit on the budget so that your project will not overspend. Attend the workshops/training/talks will also be the step to help in improve your skills in the certain area.

Step14

The risk involved when your business is expand to the overseas. If you fail to fulfil the customer's needs, they will not buy your product and then your company's revenues will keep decreasing. The resources you need to involve in the business such as human resources, financial resources, well written business plan will help you check through all your project progress throughout the year.

Conclusion

As a conclusion, today young people want to be an entrepreneur, they need to have the enterprising when starting their own business. As an entrepreneur, you need to take the responsibilities to take care of your team, responsibilities on your decision making, people are willing to trust you, be progressive, think positive, professional, confident, and be ambitious as well as can come out a creative idea. Every start surely will be hard, you will have to do the hard work for it in order to make your business grow well. As the reward you will be enjoy the profit when go through the hard work along your entrepreneur life.

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Attachment 6

Assessment Criteria – individual written report (to be filled in by tutor)

The assessment of this assignment work is based on the following criteria:

Criteria

Excellent

Good

Average

Poor

Score

Introduction

(4%)

Very clear description about entrepreneurial concepts and oneself.

(4%)Some part explanation is ambiguous. (3%)Brief explanation is given with some part is not clear. (2%)Very brief or not explanation at all.

(0% - 1%)

Profile of the Past: Personal Preferences

(5%)

Very clear explanation of personal preferences. (5%)Clear explanation.

(4% - 3%)

Unclear explanation of personal preferences with description. (2%)Lack of explanation and not clear.

(0% - 1%)

Profile of the Past: Idea Generation

(5%)

Very clear explanation and well defined and interesting idea. (5%) Clear explanation with defined ideas.

(4% - 3%)

Unclear explanation and with limited ideas description. (2%) Lack of explanation and not clear, illogical ideas with little or no explanation.

(0% - 1%)

Profile of the Past: Personal History

(6%)

Very clear explanation on personal history in term of working or activities involved. (6%) Some part of the explanation is ambiguous. (5% - 4%) Brief explanation of past working experiences or activities involved.

(3% - 2%)

Very brief or unclear explanation

(0% - 1%)

Profile of the Past: Role Model

(6%)

Extensive and well research and written about the role model.

(6%)

Some part of the explanation is ambiguous. (5% - 4%)Lack of research to support and unclear explanation about role model.

(3% - 2%)

Very brief or unclear explanation

(0% - 1%)

Profile of the Present: Your Own Strengths and Weaknesses

(8%)

Well assessed, good and detail explanation about own strengths and weaknesses.

(8%)

Clear explanation but some are still too brief. (7% - 5%)Brief explanation about the own strengths and wekanesses.

(4% - 2%)

Little and lack of explanation.

(0% - 1%)

Putting All Together

(8%)

Very good analysis of the previous section and very clear explanation with supportive elaboration points.

(8%)

Fair explanation. Some explanations are not clear.

(7% - 5%)

Limited explanation of the answers. Majority answers are very brief.

(4% - 2%)

Very few or lack of explanation. Unclear of answers explained.

(0% - 1%)

Thinking Ahead: Personal Entrepreneurial Strategy

(8%)

Detail and interesting explanation with good analysis of own goals and direction, the goals are realistic and attainable based on own strengths and weaknesses.

(8%)

Fair explanation. Some explanations are not clear.

(7% - 5%)

Limited explanation of the of own goals and some are not realistic.

(4% - 2%)

Very few or lack of explanation. Unclear of answers explained.

(0% - 1%)

Conclusion

(4%)

Well assessed and clear explanation with areas of improvement. (4%) Clear explanation

(3%)

Limited explanation and areas of improvements. (2%)Lack or no explanation.

(0% - 1%)