

## Entrepreneurship Building a Business

### Chapter 1 What Is Entrepreneurship?

#### Section 1.2 The Entrepreneurial Process

##### SECTION 1.2 After You Read Answer Key

##### Self-Check

1. The entrepreneurial start-up process includes five key components: the entrepreneur, the environment, the opportunity, start-up resources, and the new venture organization.
2. An enterprise zone encourages new businesses by providing tax incentives for businesses. It also provides grants for new product development.
3. Discontinuances should not be counted as failures because these businesses were ended by the owner for reasons that had nothing to do with the health of the business.

##### Think

4. Answers will vary but should describe a market economy where customers determine supply and demand. Competition plays an important role in keeping quality up and cost down. Other components include the environment, resources, and incentives to create new businesses.

##### Mathematics

5.  $15 \div 100 = 0.15$ ,  $0.15 \times 187 = 28.05$ ,  $187 - 28 = 159$ , 159 were open in 2003;  $12 \div 100 = 0.12$ ,  $0.12 \times 159 = 19.08$ ,  $159 - 19 = 140$ , 140 were open in 2004