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Bitesize GCSE BUSINESS STUDIES

ENTERPRISE

DEBORAH MEADEN- ENTREPRENEUR

One of the most commonly asked questions of me is what does it take to be a successful entrepreneur and I get a sense that people want me to say do A, B, C, D bingo, it's not that simple. What I can say is that there are traits that are there in most of the successful, no all of the successful entrepreneurs that I know, they're very, they're very competitive, they're very driven, very focused, they've got a very clear view on what they want to do and they are very confident.

LORD ALAN SUGAR - ENTREPRENEUR

To be successful in business you need determination, you need a vision and you need to work very, very hard, be under no illusion because there are no free gifts out there and you're gonna have to do everything for yourself and bring everything to the party yourself.

NICOLA VANE- PHONE SOCK ENTREPRENEUR

I think to be a successful entrepreneur you need to be creative, you need to have a good idea, you need to have lots of energy and persistence to keep going with your business through the ups and downs which you'll face.

SAIRA KHAN- SKINCARE ENTREPRENEUR

You need to be quite dynamic, you do need to know about business, at least the basics, you need to have good communication skills and good people skills, I think it really helps if you've worked for a bigger corporation before starting your business so you've got some experience about how a business works.

BEN WALLACE- MARKETING, GOOGLE UK

I think if you wanna set up your own business it's incredibly important to get experience in the industry you're working in so if you're, you're fresh out of college, if you're fresh out of university it's really important if you, if you have the ambition if you have the spark to set up your own business to kind of get a feel for the industry that you're in. It's really important to see how a larger business operates, the kind of people that work in those kind of industries and just, just how they run their business so you can get an idea of kind of your competition.

SAIRA KHAN- SKINCARE ENTREPRENEUR

There are skills that make you unique so things like self-belief, passion, confidence, your ability to network and influence other people, your, your own business context and business judgement so you have to have the whole package and where you can identify your weaknesses is to sort of put your hand up and say look I can't do that but I need to bring in people to compliment my skills, that's what a good business manager does.

DEBORAH MEADEN- ENTREPRENEUR

It's a pretty tough world out there and what an entrepreneur has to spend their life doing is they have to gather all of the information around them but ultimately they have to decide what to do and that's the difference. When you're working within an organisation somebody tells you where you're going, what you do on a daily basis, how you get there. When you're an entrepreneur and a business person you're out there on your own so confidence is hugely, hugely important.

**WITH THANKS TO OUR CONTRIBUTORS
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