

This text is from <http://www.bbc.co.uk/education/guides/z9gcd2p/video>

Bitesize GCSE BUSINESS STUDIES

STARTING A BUSINESS

LORD ALAN SUGAR- ENTREPRENEUR

What normally motivates someone for starting their own business is that they've accumulated some experience in working for someone else and have decided that they wanna do it for themselves.

SAIRA KHAN- SKINCARE ENTREPRENEUR

I'd worked in a corporate environment for quite a while, and I'd understood how all the different departments had worked so I understood PR, marketing, I'd worked in sales, understood accounting and when I reached a certain age I thought I wanna do this for myself also as a mum I wanted to make sure that my work gave me the flexibility to be able to look after my child.

DEBROAH MEADEN- ENTREPRENEUR

I think there are many reasons why people start their businesses, I think often they are looking that they want flexibility, they want the, want some freedom although that doesn't always come with starting your own business but I think often it's down to people wanting to do it for themselves, they are often driven individuals, motivated individuals with a lot of clarity and a lot of vision and I think they just want to achieve it for themselves.

DR PAUL THOMAS- TRUFFLE ENTREPRENEUR

In terms of what motivated me to do, to start my own business, I guess primarily it was independence, I kinda wanted to go my own route and pursue my own goals and, and not just in terms of doing what I wanted to do in life but also in terms of research goals, I wanted to research and do science and things I wanted to work on and that, that was my primary goal

NICOLA VANE- PHONE SOCK ENTREPRENEUR

I got the motivation to start up the business from watching a television programme about entrepreneurs and how they started their businesses. I was at an age where my friends were all getting Saturday jobs and I quite liked the idea of having my own business.

HUGH PYM- BBC CHIEF ECONOMICS CORRESPONDENT

Sometimes it's a dream, you just really want to be a successful entrepreneur and you really believe in something, you've discovered an item or a service that you can do that no-one else is doing, maybe you're frustrated that somebody else isn't doing it, that you want something and then you decide well I'll go and do it myself.

NICOLA VANE- PHONE SOCK ENTREPRENEUR

I came up with the idea from seeing a baby sock being sold as a phone cover when I went on holiday, I bought one at the time, I liked the design, I thought it was different and I bought it back to the UK, at the time there wasn't anything in the UK like that, there was more just the leather cases for mobile phones. So I saw this gap in the market and thought I could fill it with the phone socks.

HUGH PYM- BBC CHIEF ECONOMICS CORRESPONDENT

Well I think the main thing is just to have, to have belief in the products, believe it's the best possible that you really want other people to know it's there and go and buy it

SAIRA KHAN- SKINCARE ENTREPRENEUR

I felt I could do it better than my competitor's and that's why I went into business.

WITH THANKS TO OUR CONTRIBUTORS
END OF CLIP