

Risks & Rewards

Entrepreneurship is the process of an individual starting a new business and assuming all responsibilities. Many entrepreneurs make decisions everyday to start or improve their business. These business decisions can be accompanied by uncertain risks and rewards. Below are examples of risks and rewards an entrepreneur may encounter.

Risks	Rewards
<ul style="list-style-type: none"> • No guaranteed steady income • No guaranteed success or revenue • New or competitive technology • Changes in the market economy • Competitors with the same products or services • Political issues • Economic issues • Accumulating business costs 	<ul style="list-style-type: none"> • Control over business decisions • Earning potential is not limited • Decide personal salary • Ability to provide jobs to individuals • Build a successful business • Build personal schedule • Positive work environment • Job satisfaction and fulfillment