

## The position of entrepreneurs in marketing

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**Abstract.** Nowadays, in the universal arena, creative, committed and independent people bring about great changes in the areas of economy, products and services. Most of the entrepreneurs have a high risk tolerance and can turn an initial idea into an economic activity. They recognize opportunities and find the gaps with their entrepreneurial perspective and then, start to create enterprises.

Sometimes there is a small but important gap between the initiation of an enterprise and the beginning of marketing process. Most entrepreneurs make use of this gap and turn the existing threats into applicable opportunities by offering new ideas.

The points which are important to entrepreneurs and are considered their guidelines include:

Knowing the market and choosing a market whose demands they can best satisfy.

Knowing the needs of the customers so that they can satisfy the unlimited needs of the people with limited resources.

Customer satisfaction, by offering high quality products and offering the products with a performance which matches the expectations of the customers, an entrepreneur should be able to maximize the number of satisfied and contented customers.

Demand management, an entrepreneur should find a suitable strategy at any time under four different conditions: There is no demand, there is enough demand, there is irregular demand, and there is more demand than what can be offered.

Marketing based on personal recommendations, i.e., a satisfied customer attracts new customers.

In this article, we try to investigate the characteristics of entrepreneurs and the attractions and needs of the market, and present reasons for entrepreneurial success.

**Keywords:** Entrepreneur, Marketing, Innovation, Creativity, Opportunity

### 1. Introduction:

People possess special and various personal characteristics. It is normal that some of the characteristics of entrepreneurs are distinct from other people. Being creative, innovative and predictive, possessing ambiguity tolerance, self-confidence and self-esteem, emphasizing practice rather than theory, and recognizing opportunities are some of the distinctive features of entrepreneurs. In fact, an entrepreneur creates new, innovative, and growing companies and organizations with his new and creative ideas and by recognizing new opportunities and mobilizing the resources.

Entrepreneurs try to see the opportunities in an enterprise, evaluate those opportunities, collect the essential resources and make use of them. Then, they plan the appropriate operations to achieve success. They earn a fortune by offering new products and services which people need. Entrepreneurs manage resources in order to create something new, such as a new job, new products and services and even a new market. What distinguishes successful entrepreneurs from unsuccessful ones is the development rate of their economic activities.

The issues which should be taken into consideration by an entrepreneur and which bring about success for him/her are the following factors, which are discussed briefly here:

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Knowing the market and choosing a market which can satisfy their needs in the best way possible, and finding opportunities in the market to which others do not pay attention and trying to utilize those opportunities.

Knowing the customers' needs: Needs of the people are almost unlimited but the resources are limited. Entrepreneurs should offer the most useful products and services based on the customers' needs and the available resources.

Customer satisfaction: Two factors have a vital role in customer satisfaction which are A) The performance of the product in offering the value expected by the customer, and B) Quality of the product: If the performance of the product is lower than what is expected by the customer, he/she is dissatisfied, if it corresponds his/her expectations, the customer is satisfied, and if the performance is higher than what is expected, the customer is contented. There is a close relationship between customer satisfaction and the quality of the product.

Demand Management = having a profitable relationship with the customer. An organization might encounter one of these four conditions during any period of time: A) There is no demand B) There is enough demand C) There is irregular demand D) The rate of the demand is higher than what can be provided by the entrepreneur. An entrepreneur should find appropriate guidelines to face various conditions.

Marketing based on personal recommendation: Instead of spending great sums of money to advertise in the press in order to reach new customers, it is better to have a plan so that the current customers become the presenters of our services. Such a plan brings about the following results : A) Cutting expenses B) Facilitating cooperation, when a customer comes to us because of the recommendation of a previous customer, it is easier to acquire his/her trust than the time he/she is paying his/her first visit to our services. C) The possibility of changing purchasing habits and attracting new customers: The people who make a purchase on the basis of their habits can turn into our permanent customers by the recommendation of our existing customers.

Therefore, entrepreneurs take part in economic activities with respect to their distinctive characteristics and by recognizing market opportunities and people's needs.

## **2. Entrepreneur:**

According to economists, an entrepreneur is a person who combines resources, labor force, materials and other possessions in order to add to their existing values. He/she is also a person who establishes changes, innovations and new order (Histrich, 2000: 9).

William Batmi believes that an entrepreneur is a person who recognizes an opportunity and establishes an organization to make use of that opportunity (Shahhosseini, 2004: 3).

Peter Drucker believes that an entrepreneur is a person who starts a new small economic activity with his/her own fund. An entrepreneur should change values and evolve their nature (Shah-hosseini, 2003: 2).

## **3. Entrepreneurship:**

process through which one can create a new element with a new value, using one's creativity, time, resources, risk-taking ability and other factors (Elvi and Thompson ,2008,200).

The entrepreneurial process includes all the tasks, activities and operations which are related to the recognition of an opportunity and creation of an organization in order to make use of those opportunities. (Shah-hosseini, 2004: 3).

process of creating something new and valuable through the establishment of an enterprise and by the allocation of the required time and effort, considering financial and social achievements in order to gain self-satisfaction and financial rewards and to satisfy one's need for independence ( Histrich, Robert Day, 2003 ).

Entrepreneurship is a science and can be learned like other sciences. (Curatker, Hajtes, 2004 : 50).

## **4. Marketing:**

Marketing is a social and managerial process through which individuals and groups satisfy their needs and desires by producing, supplying and exchanging useful and valuable products with others. (Kaltz, fillip, 2005)

Marketing consists of understanding the market system, the needs and desires, and satisfying them by agreeable exchanges. (<http://www.cloob.com>)

## **5. Innovation:**

Innovation means presenting a new idea, behavior or product, something which is offered recently. Innovation is the entrepreneurs' tool. It is a tool with which they can reach opportunities for bringing about a different enterprise and a distinct service (Najafbeigi, 2009, 50).

The process of acquiring a creative thought and changing it into a product, service or a useful operational method (<http://dpp.irib.ir>).

## **6. Creativity:**

Creativity is the process of finding new ways to do the activities better. Creativity means being able to offer new solutions to the problems; it means presenting novel ideas and plans for new products and services and continuing this process when those phenomena are absent. (<http://dpp.irib.ir>)

## **7. The position of entrepreneurs in marketing:**

The characteristics which make an entrepreneur become a creative innovator and the ones that make people recognize him/her as an efficient manager who has the ability to be a leader in a particular profession, include creativity and innovation, possessing ambiguity tolerance, having self-confidence and self-esteem, being predictive and practical, taking responsibility, commitment, patience and perseverance.

The first step on marketing is to know the market and choose a market which an entrepreneur can satisfy its needs in the best way possible. In fact, one of the important issues which entrepreneurs face in marketing is selling their own products. In my opinion, 20 percent of entrepreneurship is the production and offering of a product and 80 percent of it is the selling of the product. Actually, when you cannot sell a product, it is rubbish.

Before production, and before starting a business, you should find the customers. It is not a good idea to produce something and then look for customers here and there.

Recognizing the needs of the customers is the second issue which an entrepreneur is faced with. You should know that what needs of the customers will be satisfied by the product you are going to offer with respect to the unlimited needs of the people. Finally, it is important to know what the customers' expectations of the product are and what price they are willing to pay for it. Moreover, you should know what the financial and economic conditions of your prospective customers are. Your product might be extraordinary regarding its quality and efficiency, but the people will not be able to pay for it.

It might be that your product is not consistent with the culture of the people in the town or region in which you want to offer the product.

With respect to the above mentioned issues, the entrepreneurs' responsibility is recognizing the needs and desires, defining target markets which they can serve in the best way possible.

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