

Entrepreneurs

British entrepreneurialism is thriving, but people struggle to relate to the term entrepreneur. So, what is an entrepreneur and what are the ingredients that lead to business success?

People running a business are most likely to describe themselves as:



4%
Entrepreneur



15%
Businessman
/woman



26%
Self
employed



51%
Business
owner

What makes a successful entrepreneur:

14% of business people think you need:
Great business management skills



14% of business people think you need:
Innovative ideas



70% of business people think you need:
Vision & determination



Business owners think an entrepreneur is someone who:



has ideas that bring innovation (44.5%)



sets up their own business (27%)



has an idea for their own business (13%)



runs their own business (12%)



sells their own business (0.5%)