

Application of entrepreneurship in small businesses

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Abstract— The present work aims to know the importance of entrepreneurship as a business strategy. The field research was carried out with camelodromo/popular trade entrepreneurs, Palmas-TO, Brazil. The field research was conducted in the month of October 2014, with a universe of research 40 popular trade entrepreneurs, of whom 35 contributed to the survey with a sampling of 87.5% of the interviewees. The data were tabulated, presented in the form of graphs, thus making a descriptive and critical analysis of the results. Entrepreneurs are satisfied with their ventures and most are aware of the foster agencies.

I. INTRODUCTION

Undertake represents a social action and not the only individual because it involves a team of employees, suppliers and a variety of customers in a value chain that needs to be properly integrated and consolidated over time [1]. The word "entrepreneur" comes from the French entrepreneur, which means an individual willing to invent or reinvent something without fear of the risks he will take. It can be affirmed that entrepreneurial actions have existed since an early age when man began to create several ways to live better. The entrepreneur makes it happen, seeks to achieve his goals always seeking innovations in better conditions, and if he fails, he will see this as the learning and not a defeat. According to Vale et al. (2014) [2], most research aims to show the prevalence

of need or opportunity as the main reason for entrepreneurship. Some have suggested that there is no such dichotomy; other reasons may interfere with the interaction between them.

Entrepreneurship is the involvement of people and processes that together lead to the transformation of ideas into opportunities, whose implementation leads to the creation of a successful business. The growth of entrepreneurship in the world accelerated in 1990 and increased in proportions in 2000, which can be observed in the actions developed related to the theme. Some examples are incubation programs for companies and technological parks; government subsidies for the creation and development of new businesses; creation of an agency to support entrepreneurship and business generation;

debureaucratization and access to credit for small businesses, among others [3]. According to Barros et al. (2017) [4], and discusses Entrepreneurship and Education, referencing the teacher who dedicates efforts daily to prepare citizens to meet and respond to the demands demanded by the world of work. We tried to know the positions of teachers regarding the importance of entrepreneurship as a strategy for teacher training.

The entrepreneurship movement in Brazil began to take shape in 1990 when entities such as the Brazilian Micro and Small Business Support Service (SEBRAE) and the Brazilian Society for Software Export (SOFTWARE) were created. According to Brandão et al. (2018) [5], and she article aims to show the evolution of factors that influence corporate entrepreneurship through the analysis of variables (e.g. entrepreneurial activity, perceived opportunity, and perceived capacity) that interfere in the innovation process and entrepreneurship in Brazil.

Before that, there was practically no talk of entrepreneurship and the creation of small businesses. The political and economic environments of the country were not conducive, and the entrepreneur could hardly find information to assist him on the entrepreneurial journey [6]. According to Chiavenato (2012) [1], entrepreneurship reflects the 'generation of wealth within a country, promoting economic growth and improving the living conditions of the population. According to Santos et al. (2016) [7], this article aims to 'demonstrate the social, cultural and financial values that contribute to the development of an entrepreneurial culture'. Considering that the entrepreneur is someone who has perseverance, has energy, sets goals and does everything to achieve them; which is innovative and creative and, mainly, that knows and likes what it does, the text came from the question: "In the 21st century, that sociocultural and financial values contribute to the development of an entrepreneurial culture?", with the conviction that entrepreneurship is important in the Brazilian business and socioeconomic landscape in the face of the world context.

The entrepreneur is not only a founder of new companies, the new business builder or current business booster. It delivers energy that moves the entire economy, leverages changes and transformations, produces the dynamics of new ideas, creates jobs and drives talent and skills. It is the person who starts and/or streamlines a business to carry out a personal idea or project taking risk and responsibility and continuously innovating [1]. According to Souza et al. (2013) [8], and site work is a study on entrepreneurship in university management, in which a theoretical overview of the approaches and lines of the study identified in the literature on the subject is

presented. The entrepreneur, in essence, is the person who can idealize and accomplish new things [9].

Based on the constant technological progress, companies aim to reformulate their production systems to suit the competitive market, since the changes required by the new economic context have reached the profile of the strength of determining the need to adapt to this newly competitive market [10]. According to Carreira et al. (2015) [11], the growing increase in the number of women entrepreneurs in various business branches, changes in their role in society and their achievements were the factors that guided the development of this work, whose objective is to present the profile of the interviewed entrepreneurs, their personal characteristics, as occurred the development of their enterprise, as well as their current and future view on their respective business. The way of restructuring that reaches all sectors of the economy has an innovative character, however employees who cannot level the requirements of the process become impossible for wage work in companies, because, through the adversities found in the current context, employees have faced numerous difficulties in their admission and consolidation in the salaried labor market [10]. Searching for work alternatives on its own has significant growth.

It is noteworthy that there are some characteristics present in successful entrepreneurs, which were cited by Dornelas (2007) [12] being as follows: Visionaries – In addition to seeing the future of their business and life, they are also able to make safe and correct decisions at the right time, including in times of adversity, which is a determining factor in success. They make a difference – They modify something difficult to define, an abstract idea, into something concrete, with functionality, transforming what was once considered impossible into reality. Besides, they add due value to the services and products they put on the market. They are determined and dynamic – they program their actions with total commitment, trampling adversity, overcoming obstacles, possessing an odd desire to "make it happen". They always remain dynamic and cultivate a certain nonconformism in the face of routine.

They are optimistic, organized, independent always seeking to build their destiny, create something new and determine their steps, open their paths, be the boss himself and generate jobs.

They create value for society – since entrepreneurs use their intellectual capital to create value for society, with job creation, boosting the economy and innovating, always using their creativity in search of solutions to improve the lives of people.

Thus, the following question was raised: entrepreneurship as a business strategy generates positive results? To obtain answers to the question raised, a survey was conducted with the entrepreneurs of the popular trade de Taquaralto, Palmas-TO, during October 2014.

The popular trade (Arca) of Taquaralto is located in the center of the Taquaralto district of the capital Palmas-TO, in a great commercial point due to the large flow of people who pass through the site daily, thus contributing to the sales of products and services offered. The authentication of this popular trade was the result of political investments. In 2008, Mayor Nilmar Ruiz, to legalize entrepreneurs who sold their products on the sidewalks of the shops of Taquaralto, donated the land to popular trade, and the following year its successor, Mayor Raul Filho, made the construction of tents for each entrepreneur.

However, the tents were built canvas and were not worth the entrepreneurs' businesses, because they could not withstand the winds and rains of the region. Dissatisfied with this situation was formed by the association of Palmas-TO entrepreneurs to seek improvements for the business. Currently, each entrepreneur has its place legalized and structured without concern with heavy rains and winds. Each pays its energy fee and the association collects a fee that is intended for cleaning, security, and organization of the site. The water used is provided without a charge fee by the city.

The present work aims to know the importance of entrepreneurship at the popular trade-in Palmas-TO, as a business strategy.

II. MATERIALS AND METHOD

For Marconi & Lakatos (2010) [13], research is a systematic, controlled and critical reflexive procedure that allows us to discover new facts or data, relationships or laws, in any field of knowledge. Research, therefore, is a formal procedure, with a method of reflective thinking, that requires scientific treatment and constitutes the way to recognize reality or to discover partial truths.

For Andrade (2006) [14], research is the set of systematic procedures, based on logical reasoning, which aims to find solutions to proposed problems, through the use of scientific methods.

This work is based on bibliographic research, qualitative and quantitative research, and interviews at the popular trade de Taquaralto, Palmas-TO. Thus, it follows the characteristics of the research, as well as the methodological instruments, the research subjects, and the data collected for analysis and interpretation.

To show the importance of entrepreneurship as a business strategy, field research was conducted in October 2014 with the entrepreneurs of the popular trade de Taquaralto, Palmas-TO.

According to Marconi & Lakatos (2010) [13], field research is used to obtain information and/or knowledge about a problem, for which an answer is sought, or a hypothesis, that is intended to prove, or discover new phenomena or the relationships between them.

One should select and enunciate a problem, taking into account the appropriate methodology; present the objectives of the research, without losing sight of practical goals; establish the sample correlated with the research area and the universe of its components; establish the experimental and control groups; introduce stimuli; control and measure effects. Then, the following tools were used to perform this research.

1. Bibliographic research: It is based on the collection of material from several authors on a given subject. Bibliographic research is a general survey on the main works already carried out, coated with importance because they can provide current and relevant data related to the theme.

Qualitative research: It is concerned with analyzing and interpreting deeper aspects, describing the complexity of human behavior. It provides a more detailed analysis of investigations, habits, attitudes and behavior trends.

Quantitative research: Quantitative research considers that everything can be quantifiable, which means translating into numbers, opinions, and information to classify and analyze them [13].

In the preparation of questions from a questionnaire, it is essential to take into account that the informant will not be able to count on additional explanations of the researcher. For this reason, the questions should be very clear and objective [14].

According to the definition of Marconi & Lakatos (2010) [13], a questionnaire is a data collection instrument, consisting of an orderly series of questions, which must be answered in writing and without the presence of the interviewer.

The interview is a meeting between two people, so that one of them obtains information about a particular subject, through a conversation of a professional nature.

The sample is a conveniently selected portion of the universe (population); is a subset of the universe. This study had as a research universe about 40 (Forty) entrepreneurs located at the popular trade of Taquaralto, Palmas-TO, of which 35 (thirty-five) contributed to the survey with a sampling of 87,5% of the interviewees. The

failure to reach 100% of the survey was the lack of contribution of some of the interviewees. Thus, workers perform their activities as the owner of their own business believing this is a great choice.

According to Marconi & Lakatos (2010) [13], an analysis is an attempt to highlight the relationships between the phenomenon studied and other factors. These relationships can be established according to their cause-effect, producer-product, related properties of content analysis. Interpretation is the intellectual activity that seeks to give a broader meaning to the answers, linking them to other knowledge.

The research was conducted at the popular trade Arca Terminal the Taquaralto, Palmas-TO. The Questionnaire of Silva et al. (2014) [15] was applied for data collection.

The research had open and closed questions; then they were tabulated, placed in tables to facilitate the representation and verification of responses and assembled graphically, thus making a descriptive and critical analysis of the results.

III. RESULTS AND ANALYSIS

Regarding the gender of the interviewees, 66% are male and 34% female. Data from the research conducted by Silva et al. (2014) [15], in the same popular trade, presented a percentage of males (52%), and females (48%). Male entrepreneurs in 2013 have a lower percentage compared to 2014. A 14% increase was observed in the field research. This increase occurred due to the entry of new entrepreneurs and men taking the place of women in the popular trade.

As for the marital status of entrepreneurs, 43% are married, then singles with 29%, 6% stable union and 11% separate and/or widowers. In the survey by Silva et al. (2014) [15], 40% married and 35% single. Comparing the number of married people was higher in 2013 than in 2014.

Regarding education, 31% of entrepreneurs have complete high school, then come with completed higher education with 26%, 14% completed elementary school, 11% incomplete higher education, 6% with incomplete elementary school, incomplete high school, incomplete high school, and not literate. Entrepreneurs seek through higher education knowledge for better management of their business.

Regarding the age of entrepreneurs, 37% of entrepreneurs are between 21 and 30 years old, 26% between 31 and 40 years old, 11% (up to 20 years), 11% (between 41 and 50 years), 9% (51 to 60 years) and 6%

(over 60 years). Noting that entrepreneurship has been developed by younger and younger people.

As for the main sector of activity of entrepreneurs (Figure 1), trade is the predominant sector with 66% and that the services sector with 34%. When compared to the survey by Silva et al. (2014) [15], 65% of trade, 35% services, it is noted that in 2014 there was a small decrease in the amount of entrepreneurship in commerce, but that this model of entrepreneurship remains on the rise.

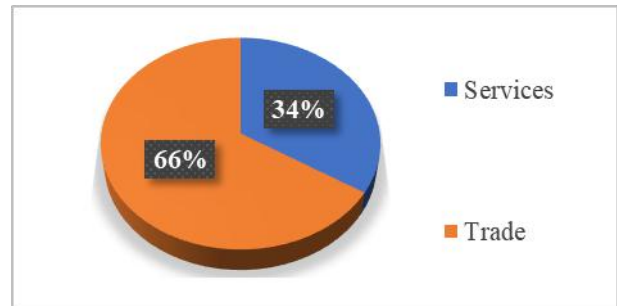


Fig.1: Main sector of activity of popular trade entrepreneurs.

Regarding the degree of satisfaction of entrepreneurs in the current situation of the business, 31% say they are very satisfied, 63% satisfied and 6% dissatisfied due to financial problems. What is understood that most have had good results with their enterprise? In the survey by Silva et al. (2014) [15], 55% very satisfied and 35% satisfied. The percentage of "many satisfied" was lower than that shown in the research by Silva et al. (2014) [15]. You can understand that maybe it's the current financial situation that is experiencing.

As for the reasons for the assembly of the entrepreneurs' own business (Figure 2), 29% was due to necessity/unemployment, and the desire to own a business (29%). It is then noted that entrepreneurship is seen as a good deal.

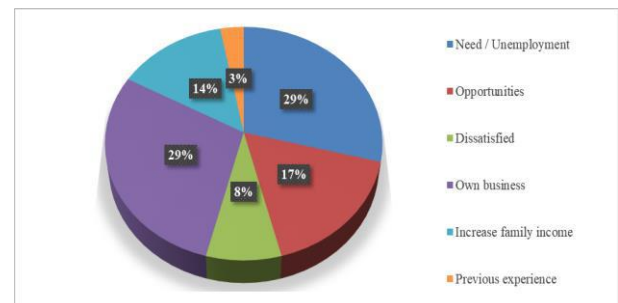


Fig. 2: Reasons to set up popular trade entrepreneurs' own business.

Unemployment, retirement, willingness to have their own business, are causes that lead people to

entrepreneurship. With each experience, personal and professional, regardless of the result, people are strengthened, matured and more aware of what they can face [16].

As for the knowledge of entrepreneurs about the promoter of microenterprises, it presents a percentage of 80% of those who know about the fomentation (E.g. SEBRAE). This percentage is higher than Silva et al. (2014) [15], which presents 70% with knowledge about programs that foster institutions provide. Comparing, there was an increase in the knowledge of the promoting agencies.

Entrepreneurs updated with their business information allows higher profitability rates. The other 20% are unaware of the focus on microenterprises. They may be new entrepreneurs or those who are accommodated.

The knowledge of entrepreneurs about the benefits of fomentation is great, with 91% informed and 9% uninformed. In the research by Silva et al. (2014) [15], 75% knew the benefits that the fostering provides to entrepreneurs. Comparing the two surveys there was an increased knowledge of the benefits offered, which helps in improving business.

Regarding the improvements in the entrepreneurs' businesses, 40% of the interviewees say that after the participation of programs that promote entrepreneurship improved the quality in services/products, which motivates more programs aimed at entrepreneurship (Figure 3). These programs are of paramount importance for business improvement.

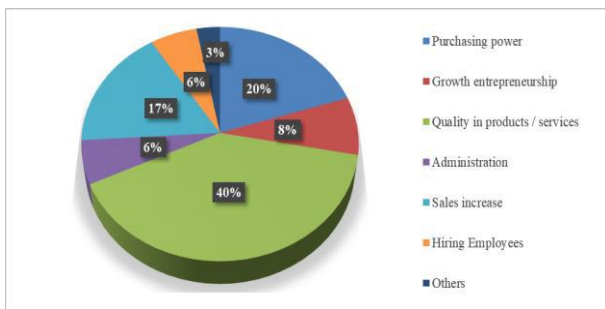


Fig. 3: Improvements in the business of popular trade entrepreneurs.

In the survey by Silva et al. (2014) [15], 30% stated that after participating in the training programs for entrepreneurs in Palmas-TO, there was a growth in the quality of their products and services. Comparing the research, the number increased in the quality of products and services after the participation of the training programs.

Promoting improvements in products and services offered to customers or even promoting innovations, creating new business and opportunities in the market is a means of increasing profitability [17].

Often the circumstances that promote the development of such characteristics are the improvement of professional activities through the initiative of the entrepreneur in the face of the challenge required by the need for their continuous stay in the market [10].

As for the main advantages of the legalization of entrepreneurs, 40% believe that the biggest advantage is having their business regularized and 26% is having access to credit which facilitates investment (Figure 4). In the survey by Silva et al. (2014) [15], 35% stated that the regularization of the business was one of the advantages after legalizing, then 30% said it was access to credit and 15% the social security benefits. Comparing the research, the advantage of having the regularization of the business increased.

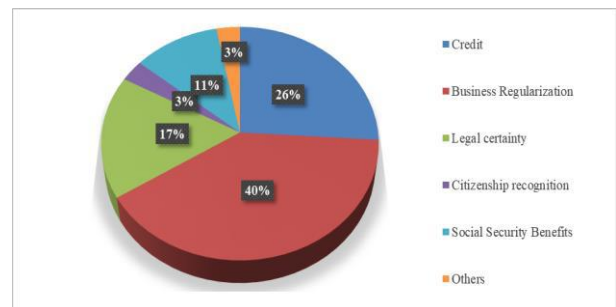


Fig. 4: Main advantages of the legalization of popular trade entrepreneurs.

As for the favorable scenario for the emergence of new entrepreneurs at popular trade, 97% say that Palmas is a capital that favors entrepreneurship because it is a place in growth, while 3% believe that the scenario is not favorable. In the survey by Silva et al. (2014) [15], 100% said that the city of Palmas has a favorable environment for the emergence of new entrepreneurs. Comparing the research, the city of Palmas shows a favorable environment for new entrepreneurs.

According to the entrepreneurs interviewed, 49% say that in order for an improvement in the business, it is necessary to develop more projects of financial plan in order to teach how to manage and acquire working capital, and 37% say that the creation of partnerships government would also increase business growth (Figure 5).

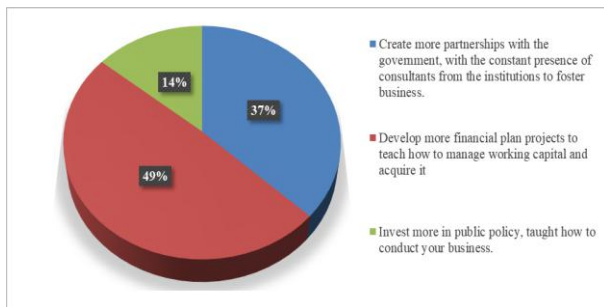


Fig. 5: Development of business improvements of popular trade entrepreneurs.

In the survey by Silva et al. (2014) [15], 45% of microentrepreneurs said they should develop more projects of financial plan, in order to teach how to manage working capital and acquire it, already 25% said they need to make more partnerships with the government, with the constant presence of consultants of the institutions in the business.

Comparing research, there has been an increase in both of those who say that for business improvement it is necessary to develop more projects of the financial plan to teach how to manage and acquire working capital the also those who say that the creation of partnerships with the government would also increase business growth.

IV. CONCLUSION

1 Assuming that entrepreneurship generates positive results for those who are undertaking, for the economy of the city and the country, it is concluded that the vast majority of entrepreneurs of the popular trade de Taquaralto, Palmas-TO, are satisfied with their business because they had an increase in their family income and in the satisfaction of achieving a challenge of having their own business, these being the main reasons that led the interviewed entrepreneurs to invest in their enterprise.

2 Considering positive the statement that entrepreneurship as a business strategy generates positive results by leading people to have their own business because they make dreams come true because it allows job opportunities because it generates sources of income. There are many advantages to undertaking. However, there are difficulties, doubts, challenges, and especially the collection and demand by both customers and the owners themselves, thus determining that the quality in products /services and greater purchasing power are the points that need improvements in their enterprises.

3 Finally, according to the majority of respondents, Palmas-TO presents itself as a favorable scenario for the emergence of new entrepreneurs in the popular trade, enabling the positive results mentioned to be generated, as

well as profitability, mainly with the help that foster agencies offer to entrepreneurs.

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