

Executive Summary

Entrepreneurship is a key to the success of any economy as it engaged in the wealth generation process irrespective of the industry that it operates. This creates a significant impact on the betterment of the society and individuals. Successful entrepreneurship will reduce unemployment, increase the standard of living of people simply it will provide conditions for flourish the society. Thus, it is important to that entrepreneurs evolved and stabilized over the period. Hence, this report discuss about the continuous growth of an entrepreneurial business identifying the factors that drives the continuous growth.

The study was conducted based on an entrepreneurship namely, Harasara Industries (Pvt) Limited, engaged in office and bedroom furniture manufacturing industry. Authors of the case study narrated the success story of Harasara Industries (Pvt) Ltd based on the data gathered through the interviews and secondary data as to how entrepreneurial competencies, product and market research and development and managing the distribution network was as key contributing drivers for the continuous growth of the entrepreneurial business.

Based on the evidence collected from the company it was identified entrepreneurial competencies of the respective owner of Harasara Industries (Pvt) Limited had immensely contributed to stabilize the continuous growth rate for the company by capitalizing the opportunities in the market. This has been a critical factor, as the first person of the company, the decisions that has being taken has always functioned in favour of the growth objective. Further the capacity of Harasara on product development and market development has open-up the opportunity for Harasara to be in the competitive edge in the market. By responding the market developments promptly, Harasara has increased its market position ensuring the retention of the customers. Managing the distribution channel was the other identified driver for Harasara to maintain its continuous growth as an entrepreneurial business. Extensive market coverage has enable the brand to reach the customers without any concern. Thus, this report discuss how continuous growth has being achieved by Harasara Industries (Pvt) Limited as an entrepreneurial business, the contribution of each driver towards the growth objective.