

# YOUNG BUSINESSES IN DEVELOPING ENTERPRISES IN ASIA

Dynda Nethania Bahagi<sup>1</sup>, Acep Roni Hamdani<sup>2</sup>

<sup>1</sup>Public Administration Faculty of Social and Political Sciences, Universitas Pasundan, Bandung

<sup>2</sup>Faculty of Teacher Training and Education, Universitas Pasundan, Bandung

<sup>1</sup>dyndanethania2@gmail.com, <sup>2</sup>acepronihamdani@unpas.ac.id

**Abstract.** Entrepreneurship is a person who exerts the resources of the desire or an achievement from within a person to do something useful for him and others in the form of a business with the results of the ideas created. Efforts to maximize these resources are carried out by the existence of designs, ideas, innovations, processes, controls and goals. Business opportunities depend very much on what field you want to be in. Young businessmen are none other than think independently, are optimistic, always looking for challenges and opportunities to improve their business. Of course, in determining what business to build for young businessmen, there is a big concern which is needed by the Government Preneur Culture, which means freedom in determining the work culture, schedule, and even the uniform used. Because you have this freedom, you will be at your own risk. With this, young businessmen in processing and carrying out their business need to start with a mindset by way of thinking in an area where this mindset is formed from several beliefs in the mind and personal self, as well as how the work culture is a philosophy based on a view of life as a value. -values that become traits, habits and also the driving force that is cultivated to achieve success according to the vision and mission. This research uses a qualitative approach with a case study method in technical terms, data collection is done by observation and documentation methods.

**Keywords:** Entrepreneurship, Innovation, and Government Culture Culture

## I. INTRODUCTION

Entrepreneurship (entrepreneurship) or Entrepreneurship is the process of identifying, developing, and bringing a vision into life. That vision can be innovative ideas, opportunities, better ways of doing things. The end result of this process is the creation of new ventures that are formed under conditions of risk or uncertainty. Aspiring entrepreneurs around the world have several opportunities both in their country and at destinations abroad. With many Asian economies opening up, western entrepreneurs can now invest in countries like China and India along with Indonesia and Thailand in addition to the newest arrivals of Vietnam and Cambodia. Indeed, all of these economies have grown at a faster rate than those in Latin America and Eastern Europe.

It should be noted, therefore, that although the governments of these countries are business friendly and open to foreign investment, the basic reality is such that entrepreneurs may run into difficulties for a number of reasons. Entrepreneurial Bureaucracy is the process of how to organize and manage a bureaucracy that was originally rigid into a professional, innovative and supportive bureaucracy.

### Challenges for Doing Business

(1) First, the bureaucracy in these countries, means that unless the entrepreneur is well connected locally, he will face hurdles in land acquisition, licenses and other approvals. In addition, the legal systems in many of these countries are slow moving and outdated which means that honoring contracts and arbitration in cases of legal disputes will take a long time and, more importantly, will be subject to old laws and regulations.

(2) Second, despite the enthusiasm at the national level, entrepreneurs have to deal with state and provincial governments in these countries which have their own set of policies governing business and regulating trade.

(3) Third, the infrastructure in these countries is sometimes not up to global and western standards which means that bad roads, erratic and bad electricity supply, irregular water, and urban congestion mean that entrepreneurs have to face challenges. this too.

(4) Fourth, social stability and unrest are big risk factors as is the safety aspect of women which means that unless the entrepreneur plans to have a minimal staffing arrangement he will have to deal with all these problems as well.

Opportunities for Growth However, the picture is not as bleak as it sounds because there are still some bright spots in these countries that offer entrepreneurs the opportunity to make their dreams come true.

1. The emerging middle class in these countries is a rich source of labor which means that there is an available base for entrepreneurs to be employed.
2. wages are low by western standards and this means that any business in these countries can be done at a much lower cost than in the west.
3. The purchasing power of people in these countries is growing which means that there are ready and untapped markets for consumer goods and durable goods.

## II. BASIC THEORY

Entrepreneurs are people who have ideas, innovations, creativity to create new products or things that are useful for themselves and others of high value. Entrepreneurship is a process of doing or creating something new in a creative and innovative way that provides benefits for others and has added value. Entrepreneurship is a person who exerts the resources of a desire or an achievement from within a person to do something useful for him and others in the form of a business with the results of the ideas he makes. Efforts to maximize these resources include designs, ideas,

innovations, processes, controls and goals. Business opportunities depend a lot on what fields you want to work on. In general, the concept of Government Principle is the development and management of a country's economy effectively and efficiently. In an entrepreneurship, it must have something called a mindset or Mindset.

That is, a habitual way of thinking in a field where this pattern of thinking is formed from several beliefs in our minds. Work culture is a philosophy based on a view of life as values that become traits, habits and drivers that are cultivated in a group and are reflected in attitudes into behavior, aspirations, opinions, views and actions that manifest as work or work.

Government Principle Mindset According to Joseph Schumpeter, an entrepreneur is an innovator, a person who is full of ideas and transmits these ideas into the company he owns so that they can develop rapidly. Furthermore, Joseph said that an entrepreneur is not motivated to seek profit for his company, but makes the profit level a track record to measure the success or achievement that has been achieved. Generally an entrepreneur has the following thoughts:

1. Is a person who thinks independently
2. Can transmit the advantages it has to the company
3. Optimistic thinking
4. Always looking for a challenge
5. Always looking for opportunities to improve your business

Government Preneur culture is having the freedom to determine the work culture, schedule, and even the uniform used. Because you have this freedom, you must bear your own risk.

### III.METHOD

Literature conducted by the author is to search for various written sources, in the form of books, archives, magazines, articles and journals, as well as documents relevant to the problem under study. So that the information obtained from this literature study is used as a reference to strengthen existing arguments, and use a qualitative approach.

### IV.DISSCUSS

There are 4 keys to how to become a successful businessman on a world scale, even at a young age, including:

1. Think out of the box In the business world, sometimes it is required to build and create new and fresh things, which is one of the main strategies. Dare to think out of the box or outside the ordinary in the world of business will be a new breakthrough outside the minds of many people so that it will become a unique feature of the business we have and are in.
2. Become an observant observer A smart businessman, of course, must be able to pay attention to the surrounding

environment by looking at the existing phenomena, what the community needs, what problems exist in life, as well as the habits and lifestyle of each community. Then all these things are linked to one another by relating cause and effect. If the root of the problem has been found, then the business actor can then associate it with the business that they have, for example by issuing a product or service as a place for providing solutions.

3. Ready to accept the risk Regarding thinking out of the box, this certainly doesn't mean it will run smoothly. Of course this will create 2 possibilities if implemented, ending successfully and running or stopping unsuccessfully. Of course, people with entrepreneurial spirits must be ready to accept these 2 possibilities without hesitation.
4. Expand the network of colleagues Doing business by relying solely on yourself will certainly be difficult to develop and to achieve the world-scale businessman said it will be difficult to achieve. By having good relations with outsiders, such as collaborating with other companies or agencies, you will get many benefits such as the injection of funds, mutual support, and also mutual symbiosis between companies.
5. Resilient and painstaking Doing a business activity is certainly not just one or two attempts to succeed. Obstacles and also unexpected things that occur are certainly a challenge to face. So a true businessman must be persevering and not easily give up, let alone give up in developing his business wing.

### V. CONLUSIONS

From the results of this article, I can conclude that to build a famous entrepreneurship in Asia from a young age is to apply a mindset system, the ideas that will be applied to achieve a goal are mature, then from there we can determine what our business path is and How.

### REFERENCES

- [1] Dinis Valentino, MM, MBA, Materi Seminar Entrepreneurship berjudul "Ten Commandment To Creating Your Own Business", Disampaikan di kampus-kampus BSI, Agustus 2008.
- Kuswara Heri, "Ngapain kuliah Kalau Nggak Bisa Sukses ?", 9 jurus cerdas meraih karir gemilang", Penerbit : Kaifa, 2010
- [2] Kuswara Heri, Artikel berjudul "Strategi Sukses menjadi Wirausaha Muda", terbit pada Majalah Entrepreneur Kampus BSI yaitu. BEN (BSI Entrepreneur News) Vol.04. No.02/2011
- [3] Kuswara Heri, Artikel berjudul "Mewujudkan Entrepreneurial Campus adalah sebuah Keharusan", terdapat pada situs : [www.dikti.go.id](http://www.dikti.go.id) (diakses pada 4 februari 2011)
- Kuswara Heri & Wijaya A Johanes, "BeYoung (baca : biang) Success detik ini!", Penerbit : Andi, 2010