REVIEW TERMS

CHAPTER 1

1. Market Niche
2. Venture
3. Entrepreneur
4. Need
5. Want
6. Profit
7. Non-profit
8. Goods and Services
9. E-Commerce/ Virtual Business
10. Demographics
11. Downsizing
12. Supply and Demand
13. Intraprenurship

Entrepreneurship means to “undertake”

Entrepreneurship is “seeing opportunities’

An Enterprising Person is one who has many of the same characteristics of an Entrepreneur but have not assumes the risk or has chosen to create change in other ways.