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I have learned from the activity that for one to realize a successful entrepreneurship process, one must face various challenges in the process. By making it through to success, the entrepreneur needs to be a persistent, determined, and skillful problem solver to succeed in entrepreneurship. Furthermore, to exploit available opportunities in the entrepreneurship sector, one has to face and solve many challenges that come in the process and be able to be motivated to achieve success by fully solving the problems of increased social welfare, competition, wealth creation, and technological innovations (Read et al., 2016). On the same note, Gaddefors & Anderson (2017) described entrepreneurship as a complex process enacted in different ways by different actors, and so, all the players must work together to succeed. Therefore, from the activity, it was clear that for me to succeed in entrepreneurship, I must be patient, determined, and consistent in my entire time to achieve success.

I am passionate about starting fitness gym services fitted with all the required fitness equipment in real life. My dream is to have a well-known company that offers the above service to people worldwide in every region of every country. My passion is driven by the fact that most people suffer lifestyle diseases due to lack of exercise and poor feeding habits. As well put by Jiang et al. (2016) that many people across the world suffer from obesity and hypertension because they take more proteins than fruits and lack proper body exercise. So in real life, I see an opportunity to offer fitness services to people. Slowly, I will motivate as many people as possible to join my fitness company by having a 24/7 service in every branch at a lower rate than other companies that offer the same. Most fitness services are offered when most people are at work and so making my instructors available all the hours and days is a game-changer. So people will

see our services as reliable and consistent, and within a period, the business will grow into a multi-billion empire that solves the problem of lifestyle diseases.

In marketing, the inclusion of the 4Ps strategy is a way of securing customers' loyalty by offering them customer satisfaction. Marketing involves the promotion of a product to convince a potential customer that the product you are selling is best suited to solve his or her need, and this calls for the marketers to employ every strategy it takes to catch the attention of the potential customer (Nuseir & Madanat, 2015). The 4Ps marketing strategy combines product, place, price, and promotion to get the best sale of the marketed products. For one to develop a long term good relationship with the customer, the entrepreneur must therefore be able to identify a gap in the society and come up with a suitable product that is going to solve the need in the society, which is referred to be the place (Nuseir & Madanat, 2015). In the quest to make the product known by the people, he must endeavor to conduct product promotion through all the available channels while considering the right price appropriate for his products and the target market. Therefore, the entrepreneur must know the best price for his product and promote the idea in a given place where a need has been identified.

The business has many players who include customers, stakeholders, employees and producers. For efficient running of the business operations, all these players directly or indirectly involved in the business activities must be skillfully managed. These skills include timely and effective communication and understanding the context in which the said groups of people are managed (Gill-McLure & Firth, 2018). While executing people management strategies, proper planning must be executed to prevent any backlash during the process. Planning in business prevents accruing losses while undertaking business operations (Danese et al., 2018). Therefore,

planning should be well executed for the business to thrive before managing various groups involved in the business.

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