

- SAMPLE ONLY -

Ever since Sim Wong Woo was a young boy, certain personality traits ~~associating-marked~~ him ~~with-being~~ a potential entrepreneur. ~~By-improvising~~ with board games ~~and~~ his fascination ~~offer~~ music ~~that (beganstarting~~ with a harmonica) ~~all~~ showed substantive prospects for independency. Further~~more~~, Sim was renowned for “*his tendency to color outside the lines*” ~~and, with~~ his ~~positive~~ aspirations to ~~hopefully~~ make a computer “sing”.

Sim believes in balance: “*you have to balance chaos with structure*” (Kiran 2004:03); which ~~links-coincides~~ with Kirby’s (2003) understanding of the main psychological characteristics of an entrepreneur. ~~These include;~~ a risk-taking ability, ~~need~~ for achievement, locus of control, ~~and a~~ desire for autonomy, creativity, ~~&~~ opportunity and intuition. ~~These entrepreneurial characteristics, as-are revealed by~~ Sim ~~who~~ “*longed for a fun-filled work environment*” (Kiran 2004:03). ~~Resulting in Sim possessing entrepreneurial characteristics.~~

~~Indeed~~ as we review his approach ~~towards~~ tasks (taking into account his failure of the Cubic CT and subsequent move to the Game Blaster), we can identify him with Kirby’s concept of an innovator (2003). ~~concept an innovator, a~~ He ~~always~~ approaches tasks from an unusual angle such as attempting to make a computer singing which is not far from logical, disciplined ~~and~~ precise).

~~After~~ ~~one~~ identifying the different types of entrepreneur, ~~(of which there are many,)~~ it can be acknowledged that Sim ~~shows light~~ appears to display traits of-in a number of categories. With the building of the Cubic CT, Game Blaster, Sound Blaster, DVD kits and Nomad Jukebox, Sim may be viewed as a craftsman: ~~he,~~ building his business and products from knowledge he ~~had-gained~~ learned from technology. He should also be considered a novice entrepreneur. ~~Also, as he was new and since~~ this was his first business, ~~he is to be considered a novice entrepreneur.~~

Comment [T1]: Is this the correct name of his business?

Sim, is a portfolio ideas entrepreneur ~~who,~~ he constantly believes in continuously introducing new ideas and ~~introducing new~~ products, diversifying ideas and questioning his market ~~continually.~~ He, ~~displays~~ having persistence when products such as the Cubic CT don’t sell (~~Cubic CT~~). However, he is, ~~but~~ also realistic and willing to make ~~at~~ the calculated risk, ~~and~~ exercising inner control to ‘pull’ effort on ~~that a~~ product when ~~required, needed, in essence~~ being realistic. Creativity e-shines ~~dominantly~~ his a technology firm that ~~has had and~~

Comment [T2]: Unclear what you mean by this phrase; I suggest rewording

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Comment [T3]: Please confirm if this is what you mean by this sentence

~~probably will have~~continues to experience a steady increase in ~~more high~~ growth potential.

~~Thus links in with~~Links to both a high potential venture and a Gazelle firm (due to ~~the~~ high investor interest and investment and high growth factors) greatly influenced ~~revenue of~~the \$658 million ~~sales~~ in 1994 ~~by sales~~due to sales of the Sound Blaster.

Furthermore, Sim ~~is a change-oriented individual who displays~~has great visionary leadership ~~and is change orientated.~~ When Chay Kwong Soon and Ng Kai Wa ~~parted with~~left Sim, he changed the ~~management of the company.~~'s management He was determined to ~~wanting to~~ push ~~increasingly~~ forward into the future, ~~and he identified the market as moving forward.~~ (Kiran 2004). ~~Consequently, Sims,~~ ventur~~ing~~ into more diversified products ~~s~~ (Such as DVD~~s~~.)

~~as the identification of the market moving forward by Sim was evident (Kiran 2004).~~

Sim identifies with ~~individuals~~someone who goes through the creative problem solving process, presented by Lumsdaine and Binks (2003). He ~~had~~observed the market, ~~studied~~looked ~~at~~ the problem, defined the answer, synthesised his ideas and then implemented ~~the his~~ product at ~~exactly~~ the right time: ~~as:~~ "The Sound Blaster was a success because Sim sensed what the market wanted and introduced the product ~~at the~~ right time". (Kiran 2004:04). ~~Sim evidently followed the advice of~~ Back Choi ~~who recommended in~~ 1993~~s~~ that: "In order to ~~make~~ decisions, individuals must have an understanding about any given situation, and hold this idea with sufficient confidence to follow the course of action it suggests" (Back Choi 1993:31), ~~which Sim evidently did.~~

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Both Burns (2001) and Hisrich & Peters (2002) agree that ~~not all~~ personal character traits that influence learning and behaviour in ~~order to become~~ entrepreneurs are ~~not all~~ born with us, ~~but~~ ~~Most of these traits~~ evolve or are ~~formed~~'made' over time. ~~Sim's~~These characteristics and patterns of behaviour ~~that Sim has~~are~~include~~; the ability to take calculated risks, ~~through such as~~ the development of the Cubic CT and Sound Blaster ~~some risks were taken~~ — some good some not so good ~~and~~ ; locus of control. — Sim believes ~~that his own~~ progression and ~~the growth of his~~ company ~~more growth is down to him~~is up to him; ~~and~~ when his partners left it truly was ~~a~~ desire for autonomy. — Sim takes ownership of his own

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~~decisions~~direction and values his individualism and freedom. ~~W~~—when he ~~went to~~visited the US to promote the Sound Blaster, he believed in himself.

Intuition plays an important part in Sim's traits. ~~as it recognises that he~~He has the ability ~~to~~ean sense when an idea, ~~such as the Cubic CT product, is~~was not going to work. ~~For example, instead of at the time that he wanted it to~~ introducing the Cubic CT ~~to~~enter the market ~~as he initially planned, he~~and so reverted to other products in order to make himself and ~~his~~the company more successful. ~~Nonetheless,~~—Timmins (1999:224) believes that “*successful entrepreneurs are adaptive and resilient*”¹, ~~which explains~~thus Sim's ~~determination was~~eager to ~~continue~~carry on. Other ~~identifiable~~ traits ~~that he is identified to have~~—mainly because of ~~his~~that he displayed, especially during his venture to the US, ~~include~~are: a sense of value, self-confidence, independence, ~~is~~courageous, persistence~~ence~~, reliability~~ity~~ and tenacious~~ness~~. ~~A,~~which are all of these traits are identified by Lumsdaine and Binks as key attributes of an entrepreneur. The author believes that ~~Sim's~~his intuition and lateral thinking spurred ~~Sim~~him to ~~take~~introduce the Sound Blaster to the US ~~market~~ and ~~not to give up on it~~refuse to give up on it. This is also a result of ~~together with the~~his ““dominant”” right side of his brain¹ (~~controlling~~ body's—emotional, intuitive and spatial functions) ~~taking~~clearly ~~focusing~~ontowards his entrepreneurial opportunities, ~~that were being~~—“...at the heart of the creative process...” (Kirby 2003:139).

Moreover, it is necessary to mention ~~a little about~~Sim's culture and how this affects his entrepreneurial behaviour. ~~It also affects~~—and ~~his~~ability to interact and sell his products to people of other cultures, such as the United States (where he launched the Sound Blaster). ~~With the~~C-clear differences ~~exist~~ between the United States and Asia through Hofstede's four dimensions:— Individualism ~~v~~vs ~~C~~ollectivism, ~~P~~power ~~D~~istance ~~and~~—, ~~U~~ncertainty ~~A~~voidance. ~~e~~—~~T~~his means that greater ambiguity, personal choice and preference for flexibility ~~and~~, ~~the~~stressing-development of analytical skills, are all associated ~~in one way or another~~—to ~~the~~ character traits ~~of~~and ~~associations with~~ entrepreneurs. ~~Consequently~~Thus, ~~these traits are believed to have benefited it is felt~~aided Sim when he travelled to America to ~~set up the subsidiary, it~~tasks and introduce the Sound Blaster to the American market. ~~to influence the market with Sound Blaster.~~

Comment [T4]: Please confirm if this is what you mean

¹ Refers to the left, right brain with Kirby (2004)