OLATUNJI TEMITOPE OLATUNDE

15/ENG02/043

COE 502 ASSIGNMENT

**NUMBER ONE**

Characteristics of a good cyberpreneur

Initiative – ability to turn ideas into action. It involves creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives.

Responsibility – must be ready to take charge of any situation. Must be willing to take responsibility for ideas, business, errors and everything.

High Commitment - You pursue your goals with higher energy and more hours when emotions are involved. You must be willing to see the idea through till the end.

Confidence - Self-confidence is a key cyberpreneural skill for success. It is easy to become demoralized, frustrated and resentful if you lack self-confidence. Self-confidence is concerned with how a person feels about his ability. A successful cyberpreneur believes in his abilities. He is not scared to explore un-chartered territories, take risk and take difficult decisions.

Optimistic - Thinking positively encourages optimistic people to think more broadly which in turn allows them to be flexible and open to new ideas. They can move on more quickly and to better quality ideas.

Tolerance for failure - tolerance of failure is a necessary entrepreneurial virtue that encourages knowledge acquisition by both experimental and experiential learning, a risk element that also spurs cyberpreneural innovation and ultimately encourages both profitability and growth of the business entity

Common Sense - studies show that most successful businessmen consider common sense as the foundation of their success. Common sense is defined as an ability to make sound judgments on the issues, which you encounter in everyday situations.

Ability to lead - Successful cyberpreneurs are capable of leading people and get work done by them. They use a combination of various methods - effective motivation, planning, coaching and evaluation - to lead people. They are concerned about the wellbeing of others and easily get along with people.

Excellent marketing skills - Marketing is a vital process for cyberpreneurs because no venture can become established and grow without a customer market. The process of acquiring and retaining customers is at the core of marketing.

Customer oriented - Successful cyberpreneurs know with exactness the wants, wishes and buying  behaviors of specific individuals. They have analyzed the size of the market or the number of potential customers that fit the target profile.

Goal oriented - Goal oriented entrepreneurs achieve the maximum results from their efforts in business due to the fact they work towards clear and measureable targets.

**NUMBER TWO**

An idea I have to take advantage of this COVID-19 holiday is the provision and delivery of PPE to individuals and essential organizations through an app. The app is created and used to transfer protective gear to people who have not been able to get this period in exchange for money.

The implementation involves firstly creating the app and getting the delivery vehicle. It also involves partnering with a pharmacy or a distributor for the PPE. The next step would be to spread the word. Create adverts on Instagram, Twitter, Facebook and other social media to create awareness. The next step would involve getting a driver for the deliveries. As soon as the business kicks off, if the business reaches its short-term goals we can begin expanding to other states. We would even start delivering other items safely as well. Because all drivers and personnel involved would have on their protective gear as well.

This is just a short-term plan to take advantage of the Coronavirus holiday but it could expand, it has been created in such a way that there is room for expansion.