

Technical Entrepreneurship Guide

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Summary:

The small void cannot flourish except in a society of letters, in which the spirit of entrepreneurship and the love of free work. Businessmen adopt the idea of those with special administrative talents who are willing to take risks, and adopt new ideas, understand the mechanisms of competition in the global market, Valia was able to achieve the miracle of the first letter of Creativity in commerce, through exchange.

Economic development published in 1912, where the activity resulting from the product was defined to change the components of the product and how it is designed. (Creativity has been classified into five categories, namely:

- A- New production products in response to future requests.
- B- Disclosure of new ignition in iconic artistic productions from before in cuts.
- C- Finding a new outlet for product disposal.
- D- A new source of raw materials.
- E- Creating a new organization.

Key words:

Small artistic entrepreneurship - entrepreneurial enterprises.

Research introduction:

Graphic Climatic Technical Entrepreneurship Guide to the domain;

Belief in the idea and responding to it - its interest in creativity and working creators - searching for opportunities lost as a result of prohibitions - constructive prohibitions - defining criticism. Which makes the concept of creativity understandable in two directions: firstly; the creative idea and its crystallization. The second relates to implementing the basic idea and transforming it into useful things.

This helped the technical researcher to implement a model project for artistic entrepreneurship, which is presented for the first time in art education, which helps to implement the artistic project.

Research problem :the study Problem:It looks like a renewed idea; in ideas and perceptions in fashion, and a new use in small and medium businesses in the application beginning without rushing the results, meaning stay patience until it comes to fruition while working on developing these fruits to guide the small and micro-graph in the correct path that allows its growth, prosperity and integration with the requirements of development, but due to the lack of a guide for small projects - their types or how to conduct a feasibility study, the researcher group developed the first guide for the art education student as a guiding and benefiting model.

Research aims:

- 1- The existence of the first evidence of artistic entrepreneurship in artistic education by the student and the graduate.
- 2- Opening new horizons to welcome small and micro enterprises.
- 3- Determine the small and micro technical drawings circulating in the Egyptian market.
- 4-Getting acquainted with students and students' models.

Research importance:

- 1-A status for artistic entrepreneurship that is offered for the first time in art education.
- 2- Opening a new field for the origins of art education.
- 3-Helping technical insects on birds.

Research Methodology-

The research follows the descriptive and analytical approach in developing a guide for students of education to open new horizons for pioneering small and micro artistic drawings.

Search for four axes:

- 1- The concept of technical entrepreneurship for small and micro enterprises.
- 2-Entrepreneurial properties and characteristics of small and micro-technical projects.
- 3-Feasibility study for small projects.
- 4-Practical framework: (implementation of a guide for entrepreneurship, small and micro artistic drawings). The guide was presented to the students, technical education, to solicit opinions, the fourth class is cultural.

Search terms:

Entrepreneurship: The process of identifying and starting a business, starting projects, and organizing resources.

The small letter: the single letter: a productive or commercial productivity of fifty thousand pounds that does not exceed one million pounds and the number of which does not exceed fifty workers.

•Practical framework: The researcher developed a questionnaire to explore their views on the artistic field to be implemented for artistic and micro-projects. It includes designing an opinion poll directed at the students of the fourth cultural class, for a sample of (70) to create and implement for the first time in the Faculty of Art Education (a guide to entrepreneurship for small and micro artistic projects) with the aim of the existence of the first technical education guide for the student to seek help in technical entrepreneurship.

Opening new horizons for pioneering artistic projects.

- Learn about small and micro technical projects traded in the Egyptian market.
- Learn about small projects financing methods.

The poll revolves around (10) axes:

- 1- The most important technical projects that the market needs, and what are the most important technical fields that the market needs.

- 2- The most important sources of funding on which the implementation of these products depends.
- 3- The most important techniques and technical methods that distinguish artistic products.
- 4-The most important technical fields in the market.
- 5- The most important means of advertising.
- 6- Where did the idea of the project come from?
- 7-Problems that may be encountered when setting up the project.
- 8-Implementation steps for making a feasibility study for the project.
- 9-Places from which tools and raw materials are brought from the project.
- 11- What is required to compete with this artistic product locally and internationally.

Poll results:

- 1- We notice that the largest percentage of small and micro enterprises were set up in the questionnaire, and the choice of the project idea followed their preferences for the technical fields, which are (technical works) such as (leather and wood and raw materials synthesis) and we note their percentage is 90% and the rest 10% for other technical fields.
- 2-We also note that the percentages converge in choosing the media to advertise the artistic product in the use of social communication (Facebook - Twitter - Instagram) by 60% and paper by 35%, and the lowest percentage for television advertising is 5%.
- 3-We note also their interest in setting up a feasibility study for the small and micro technical projects and collecting the data and information required for the success of this technical projects by 85%.
- 4-Problems and risks that entrepreneurs may face when starting and establishing their projects, such as marketing the global economic crisis, security problems that prevent the arrival of international companies, and the excesses of some companies, raising the prices of raw materials used to produce the artistic product.
- 5-Artworks inspired by the Egyptian heritage are most popular in the art market, such as ancient Egyptian art and popular art by 55%, then art from the Siwa and Sinai oases 35%, 10% in Greek and Asian art.
- 6-The order of sales of the products according to the artistic style came in: technical works 65%, followed by metalwork 25%, photography and printing 25%, ceramics 25%, sculpture 10%, weaving 10%.
- 7-Entrepreneurs are good at dealing in their small and micro technical projects with failure situations and consider them as lessons learned and acquired experiences regardless of losses. They also seek calculated risk and see favorable opportunities for success.
- 8- The leadership of entrepreneurs in their small and micro-technical projects is distinguished by his superior ability to search for new opportunities to face problems and get out of any dilemma, as he does not succumb to obstacles and does not wait for miracles to occur, as he is constantly looking for new opportunities to improve work, market its products or develop them in an innovative way. It relies on multiple sources to get new ideas.
- 9-Entrepreneurs with small and micro-technical projects are distinguished by their ability to think innovatively and strategically to analyze critical situations that they face, which gives them the ability to use external resources and benefit from the experiences of others and their assistance in order to achieve the goals set accurately and realistically in light of their technical expertise that helps them to identify deficiencies and shortcomings, understand and absorb the

financial and digital reports, and the sensitivity in dealing with money to put each sum, in addition to providing them with scientific knowledge to understand basic processes and terminology for their fields of work.

10-Entrepreneurs and small and medium business owners are distinguished by their ability to arrange and organize their time well, as they see the big picture, and at the same time know all the subtle details, they are the owners of a methodology and continuous organization to face the difficulties and problems at work.

Recommendations

In light of the theoretical framework of the study, and the results obtained, the researcher makes recommendations.

Next:- Ensuring that entrepreneurs are provided with appropriate training courses, and supported financially and morally by the government and business incubators, and more attention to small, micro, and medium technical projects and other advisory bodies before implementing the entrepreneurial project.

- Continued support for the small and medium technical entrepreneurial project in the early years of establishment to overcome obstacles and create a mechanism for marketing products and services and ensure expansion in the shortest possible time.

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