

**ENTREPRENEURIAL QUALITIES OF SMALL BUSINESS
HOLDERS IN BRASSWARE INDUSTRY**

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ABSTRACT

As a small business brass ware has been found to be a vital part of the economy. In this paper, It is evidenced the fact that business have a positive impact on the economy. It is clear that business is important for economic growth, innovation and employment. This study examined the entrepreneurial qualities of small business holders in brass ware industry.

An empirical survey using a self-administered questionnaire has been carried out to achieve the objective. Questionnaires have been collected from entrepreneurs representing 100 business holders. Self confidence, creativity, risk management, and hard working all qualities have high level in brass ware industry. Number of suggestions and recommendations are given to further improve these qualities of the entrepreneurs. Findings of this study would help existing and prospective entrepreneurs, government and other policy formulating authorities to better understand and enhance the success of the business in order to achieve their personal, organizational and national goals.

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