O'Connor Marketing outline why entrepreneurship should be taught

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O'Connor Marketing believes entrepreneurship should carry the same educational value as mainstream topics.

O'Connor Marketing wants understanding to be created around the basics of entrepreneurship. Often it can be misconstrued that people are born with the entrepreneur gene. This is untrue, and although innovation is innate, without the underlying rationale of small business ownership, often an idea will remain at just that. The firm believes that individuals would need to adapt several traits to maximise business potential.

About O'Connor Marketing: http://www.oconnormarketing.com.au/about-us/

With entrepreneurship on the increase, the firm believes that it is important that those who are looking to take the plunge have a realistic perception on the journey that precedes them. With increased success stories to inspire young entrepreneurs, the firm is concerned that individuals aren't prepared for the bumpy ride ahead. By offering an education in risk taking and broadening perspectives on building resilience and overturning obstacles and maintaining momentum, could be crucial for future entrepreneurs, on their strive for success.

For a healthy economy to be maintained it is essential for support to be offered to budding entrepreneurs. Small businesses are the backbone of the economy, by creating jobs, bringing new products to the market and injecting revenue into the community, improving resources in the community. All of these are necessary for a sustainable market and will add diversity for the consumer, raising the bar for expected service and creating a competitive marketplace for the consumer.

With their main office located in Sydney, O'Connor Marketing is a market leading outsourced sales and marketing company with the vision to support entrepreneurs who want to open up and run their own business but lack the skills and experience to follow through making their dream a reality. O'Connor Marketing provides guidance and information about topics such as leadership, networking, time management, goal setting, communication, sales, marketing, campaign management and relationship building. "Small businesses are the backbone of our economy, and we would like to do everything in our power to support the new generation of entrepreneurs," says a spokesperson of O'Connor Marketing.

O'Connor Marketing are leaders in B2B and B2C sales, customer acquisitions and promotional marketing. The firm work with both national and international brands, helping them to gain a wider market reach and generate a higher rate of quality sales. Through face-to-face interactions, the firm helps their clients to form stronger relationships with customers, providing them with a personalised and informative service.

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Source: http://yourstory.com/2016/04/teaching-entrepreneurship-ronnie-screwvala/

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