

Investigating the Discontinuation of Early Seed SMEs in Lebanon

Ghiwa Dandach

University of the West of Scotland, UK

Several researchers and industry practitioners developed entrepreneurship frameworks to foster entrepreneurial activity within a particular region, due to its remarkable impact on economic growth. However, these frameworks experience three major weaknesses: first, the specificity to start-ups initiatives revealed their ineffectiveness for early entrepreneurs in sustaining businesses; second, the main audience for these frameworks was governmental bodies and regional institutions, focusing on how to encourage entrepreneurial initiatives, rather than how to sustain early SMEs; and third, these frameworks assumed that the influence of the context is overwhelming to the contribution of entrepreneurs themselves. Therefore, this paper will aim into investigating the reasons behind the discontinuation of early seed SMEs in one developing country (Lebanon), and will suggest developing a two-stage framework that will differentiate between: the factors necessary for realizing a business opportunity and transform it into an achievable SME; and those factors critical to sustaining businesses in its first 18 months, presumably marketing, networking, innovation, technology and market information. For that purpose, the researcher will conduct first a pilot study with 10 entrepreneurs, then semi-structured interviews with 18 entrepreneurs, and finally 3 focus groups, each one of them with 6 entrepreneurs. The study will consequently provide entrepreneurs with a better position for sustaining their early establishments and success stories to other ambitious entrepreneurs. Hence, greater entrepreneurial initiatives will be promoted, eventually promoting economic growth. Other countries with similar economic structures like Jordan can also adopt the developed framework, after customizing systemic aspects to match the particularity of the geographical context.

Market Analysis: A Business plan is the blueprint for taking an idea for a product or service and turning it into a commercially viable reality. The market analysis section of your plan provides the evidence that there is a niche in the market that your company can exploit. This analysis provides the foundation on which your marketing and sales plan will rest.

The core components of the market analysis are:

- An industry analysis, which assesses the general industry environment in which you compete.
- A target market analysis, which identifies and quantifies the customers that you will be targeting for sales.
- A competitive analysis, which identifies your competitors and analyses their strengths and weaknesses.

The precise way in which you choose to organize this information is up to you. As long as you include all the basic facts, there are a number of outline forms that can work well. Just keep the purpose of your plan in mind, and highlight or expand the sections that have the greatest application to what you're trying to accomplish.

It's also important to realize that, as you go about planning a business start-up or expansion, you should be doing a lot of research and learning an enormous amount about its marketing environment. Your business plan is not intended to include everything you've learned. It will just summarize the highlights, in a way that shows the reader that you understand your industry, market and individual business

For any Business, the proper plan is much need for taking an idea and making it to the practicable reality. The market analysis of any Business Plan gives you the proof that there is a niche in the market which exploits the present Market World. There are so many components of the market analysis include an industry analysis, a target market analysis and a competitive analysis.

The Market Analysis gives you the clear and vivid view of the business plan that we execute. The basic facts and relevant information is included to perform the Market Analysis to get the outline forms and is organize in an accurate way so that we get to know the highlights to accomplish the targets which we have set. At the same time, we need to have good knowledge to understand the market environment.

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