Running a business is not an easy thing to do but it is not as difficult as most people think, either. That was revealed by Fajar Handika, owner of Food Fezt in socialization of PWM 2011 at Grha Sabha Pramana UGM, Saturday (9/4).

According to Fajar, an entrepreneur must have a big and strong dream because success in life always starts from a dream. However, dreaming only is not enough to make someone successful. “After our dream is written, the next step is writing business analysis to know which will be done. So, both things should be balanced, don’t only dream, but think about our ability whether makes sense or not to run the business,” the culinary businessman explained.

In running business, Andi said that firstly someone should focus on one kind of business. However, if he/ she still wants to do other business, the same kind of business will be better. “If you still want to open other business, do the same business in order to be more focused,” the man who became the second winner in Category of Culinary in Graduate Independent Young Entrepreneur 2010 emphasized.

Alvin Fauzi, the owner of Alvin photography mentioned that in business we should not be too careful. Those who want to or are running business must be brave to take risks. “But don’t merely take the risk, we still need to consider about our capability,” he said.

Meanwhile, Head of Center of Entrepreneur Development (CED) UGM, Dr. Ir. Edi Suryanto, M.Sc., said that an entrepreneur should have good attitude, sufficient knowledge on the products and skills. “An entrepreneur, either beginner, intermediate or the successful ones should have three things namely “ASK”. Entrepreneurs who only have attitude are like a beggar. Attitude and Knowledge alone are also not enough, they (entrepreneurs) should also have Skill to apply the two previous things for wider interest,” he explained.
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