

**CHALLENGES AND OPPORTUNITIES PERCEIVED  
BY ASPIRING YOUNG ENTREPRENEURS OF  
PAKISTAN**

**By**

**ANAM ZEHRA  
16318**

A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



**SPRING, 2017**

**Bahria University Karachi Campus**



## MBA Thesis

### 2nd Half-semester Progress Report & Thesis Approval Statement

Name of Student	ANAM ZEHRA
Registration No.	16318
Thesis Title	CHALLENGES AND OPPORTUNITIES PERCEIVED BY ASPIRING YOUNG ENTREPRENEURS OF PAKISTAN

#### Supervisor-Student Meeting Record

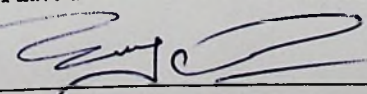
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	21-10-15	Supervisor's office	Critical Debate and Findings	
6	27-10-15	Supervisor's office	Conclusions and Recommendations	
7	31-10-15	Supervisor's office	Final Draft Review	

#### APPROVAL FOR EXAMINATION

Candidate's Name: Anam Zehra Registration No. 16318

Thesis Title: Challenges and opportunities perceived by aspiring young entrepreneurs of Pakistan

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at \_\_\_\_\_ that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 04/07/17

Name: Essa Khan

## Table of Contents

Title Page .....	i
2 <sup>nd</sup> Half-semester Progress Report & Thesis Approval Statement .....	ii
Declaration of Authentication.....	iii
Table of Contents.....	iv
List of Figures.....	vii
List of Tables .....	ii
List of Appendices .....	ix
First Page of Plagiarism Test Report .....	x
Acknowledgement .....	xi
Abstract.....	xi
CHAPTER 1 .....	1
INTRODUCTION .....	1
1.1 Problem Background.....	1
1.2 Aim of the Study .....	1
1.3 Research Question.....	2
1.4 Significance of the study.....	2
1.5 Time Horizon .....	2
1.6 Time Scale.....	3
1.7 Limitations of the study .....	3
1.8 Organization of the Thesis.....	3
1.9 Introduction .....	4
CHAPTER 2 .....	7

LITERATURE REVIEW .....	7
2.1    Significance of Entrepreneurship .....	7
2.2    Opportunities and challenges to enterprise start-ups.....	11
2.2.1    Intention to be an entrepreneur .....	12
2.2.2    Perceived risk in starting own business .....	14
2.2.3    Lack of access to start-up finance .....	14
2.2.4    Administrative and regulatory aspects.....	16
2.2.5    Entrepreneurship education .....	17
2.2.6    Perceived Importance of Business Environment .....	17
2.2    Conceptual Framework: .....	19
2.3    Research Hypotheses.....	20
CHAPTER 3 .....	21
RESEARCH METHODOLOGY.....	21
3.1    Nature of Research .....	21
3.2    Sample Population and Sample Size.....	21
3.3    Sampling Technique.....	22
3.4    Data collection method.....	22
3.4.1    Primary Data .....	22
3.4.2    Secondary Data .....	23
3.4.3    Development of Questionnaire .....	23
3.5    Data Integration Method .....	23
3.5.1    Data analysis techniques .....	23
CHAPTER 4 .....	26
DATA INTEGRATION AND ANALYSIS.....	26
4.1    Graphical Representation of Data .....	26

4.1.1	Demographic Data from Sample .....	26
4.1.2	Analysis of Intention to be an entrepreneur .....	31
4.1.3	Analysis of Lack of Financial Support Availability .....	32
4.1.4	Analysis of Entrepreneurship Education .....	33
4.1.5	Analysis of Conducive Environment .....	34
4.1.6	Analysis of Perceived Risk .....	35
4.2	Reliability and Validity .....	36
4.3	Regression Analysis .....	39
4.4	Hypotheses Assessment .....	40
4.5	Correlation.....	42
CHAPTER 5 .....		44
CRITICAL DEBATE .....		44
CHAPTER 6 .....		46
CONCLUSION AND RECOMMENDATIONS .....		46
6.1	Conclusion.....	46
6.2	Recommendations .....	47
REFERENCES .....		50
APPENDICES .....		57

## **Abstract**

### **Purpose:**

The purpose of the research is to determine the factors that influence the young peoples' intention towards entrepreneurship. For finding the positive and negative impact of certain factors on the entrepreneurial intention, six universities of Karachi are selected. The research will conclude the influence of various perceived factors on the entrepreneurial intention of young people.

### **Methodology/sample:**

The study involved the use of questionnaires filled by final year students of 6 different universities of Karachi, who are aspiring to become future entrepreneurs. For analyzing the data, regression and correlation through SPSS software has been applied. The descriptive data analysis is conducted through the interpretation of responses in general words for the purpose of easy understanding.

### **Findings:**

The data analysis and the comparative results presents the clear understanding of the influence of various perceived factors in determining the entrepreneurial intentions of young people and also suggested that the improvements in various factors such as entrepreneurship education, financial support and conducive business environment can, somehow, enhance the intention of young people to select entrepreneurship as a career.

### **Practical Implications:**

The outcomes of the research might help the upcoming and aspiring future entrepreneurs to determine their entrepreneurial intent through the understanding of various factors that might influence their decision to become entrepreneurs. It will also help the existing entrepreneurs to assess the influence of such factors on their intention, decision-making and effective conduction of business.

**Keywords:** *Entrepreneurial Intention, Young People, Perceived Factors, Career.*